

# LIFE

BEGINNING, HIS FINAL VOLUME:

## SIR WINSTON CHURCHILL'S 'TRIUMPH AND TRAGEDY'

NOBEL PRIZE WINNER TELLS HOW  
VICTORY PRODUCED NEW CONFLICT



VIKKI DOUGAN  
ACTRESS, MODEL AND MOTHER

20 CENTS

OCTOBER 26, 1953





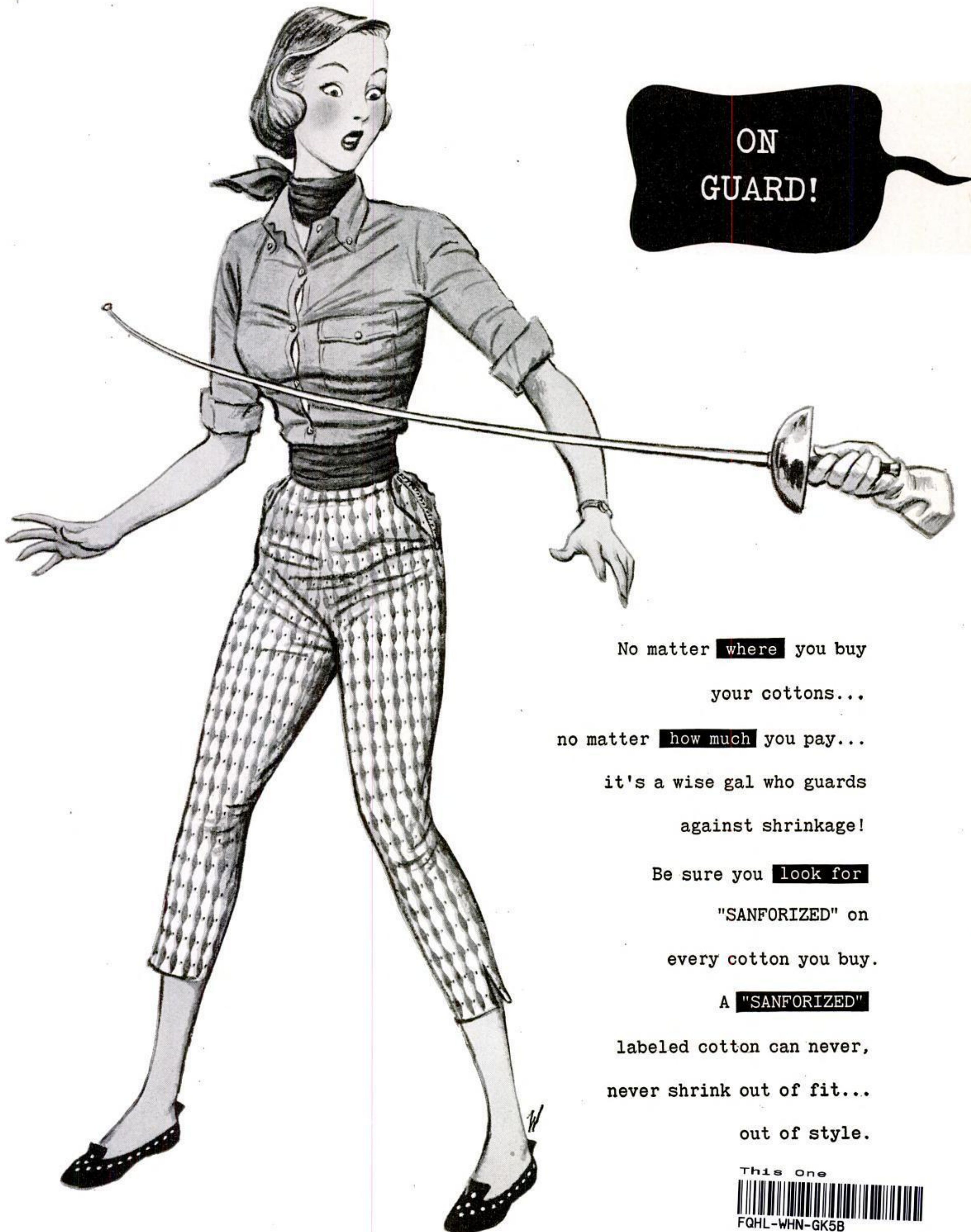
Scare claims fool no one, so...

Trust **Old Gold** for  
a TREAT instead of a TREATMENT!



UNTIL YOU TRY King Size OLD GOLDS, you'll never know how wonderful a King Size cigarette can taste. We're tobacco men...not medicine men. OLD GOLD cures just one thing: the world's best tobacco...to bring you the same famous OLD GOLD blend in both Regular and King Size!





No matter **where** you buy

your cottons...

no matter **how much** you pay...

it's a wise gal who guards

against shrinkage!

Be sure you **look for**

"SANFORIZED" on

every cotton you buy.

A **"SANFORIZED"**

labeled cotton can never,

never shrink out of fit...

out of style.

This One



FQHL-WHN-GK5B

Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trade-mark "Sanforized" will not shrink more than 1% by the Government's standard test.





*You can mask the odor of "morning mouth" for a while with any toothpaste. But Chlorodent actually gets rid of it*

# No Halloween mask scares off a man

## AS MUCH AS "MORNING MOUTH"

We'll confess—if you will.

You know when you wake up your breath is not as fresh as it might be. That stale and furry taste is a sure sign of bad breath.

And we know simply using Chlorodent, our chlorophyll-plus toothpaste, won't get you married within a week . . . or make your husband shower you with orchids!

But we do say Chlorodent gets rid of "morning mouth." Its generous helping of chlorophyll ends bad breath for hour after hour. And here's the "plus", Chlorodent brightens the teeth

measurably better than any other leading toothpaste formula.

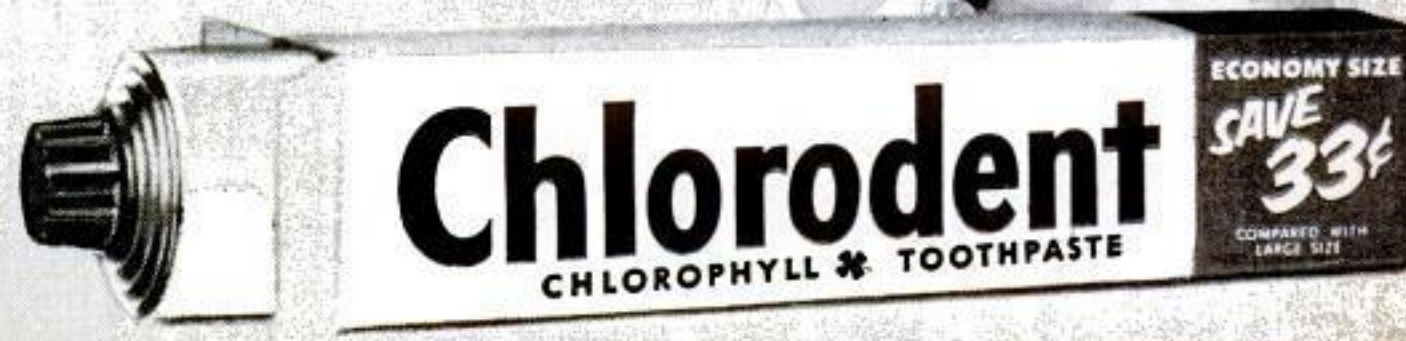
This we guarantee—or Lever Brothers Co. will return your money. Isn't that reason enough for buying Chlorodent today?

P.S.—And all this goes for Chlorodent Tooth Powder, too.

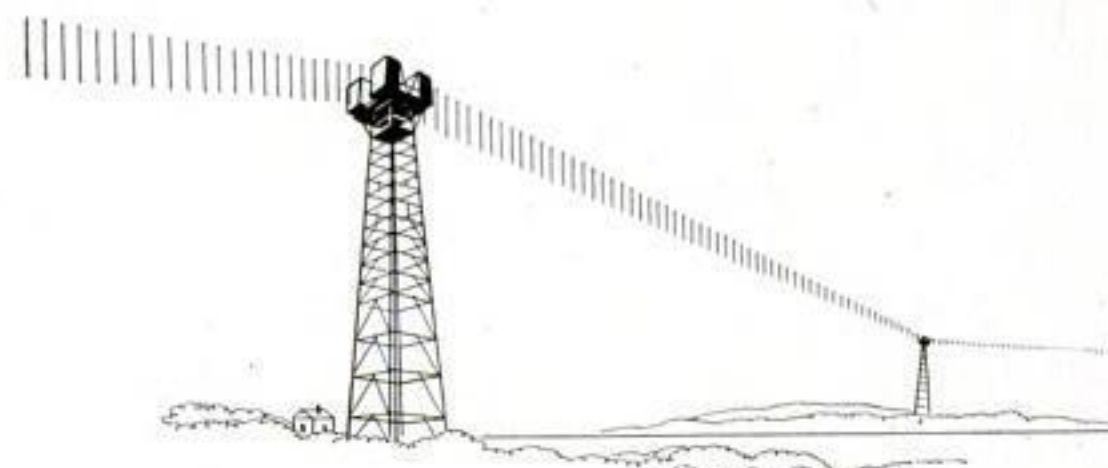
**"Anti-enzyme," too, for continuing decay protection**

University dentists found that just one brushing with Chlorodent keeps "enzyme" decay acids below the danger point for 9 out of 10 people for hours.

Stop "morning mouth"—  
enjoy that wonderful, clean,  
fresh Chlorodent feeling!







## Building Sky Paths for Words and Pictures

A distant voice you heard today, or a TV show from afar may well have reached you over radio relay equipment made by Western Electric. For telephone calls and television programs nowadays leap across the continent from tower to tower by Bell telephone radio relay equipment, and we manufacture the equipment which does the job. We want you to know about Western Electric's part in such stirring and progressive achievements—and to know, too, of the teamwork that produces them.

Here is how it works: Bell Laboratories people *design* something new and better—Western Electric people *make* it as well and as efficiently as possible—and Bell telephone company people *operate* it to give you service that grows steadily better and more valuable.

**Western Electric**



A UNIT OF THE BELL SYSTEM SINCE 1882



# TV's 2 Great Features!



The HUNTLEY 24" Blonde Console with Doors, featuring HALOLIGHT. Also in Mahogany.

## 1 HALOLIGHT

The Frame of Light That's Kinder to Your Eyes



**Famous Sylvania HALOLIGHT Now on More Models—Even on low-priced Sets!**

**B**RILLIANTLY NEW . . . styled by expert furniture designers . . . setting new standards in Power, in Clarity, in Range . . . that's Sylvania Television for 1954.

Only Sylvania TV brings you these two great television features—HALOLIGHT and PHOTOPower.

This year, Sylvania's exclusive HALOLIGHT is available on many more models—and at lower prices. Now *your* family can watch favorite programs hour after hour, night after night, with wonderful eye-comfort.

In every way, these finest of modern television receivers give you more pleasure, more value, more durable performance. You'll be happy with Sylvania TV—for years.

Only **SYLVANIA TV** Brings You Both!

## 2 PHOTOPower

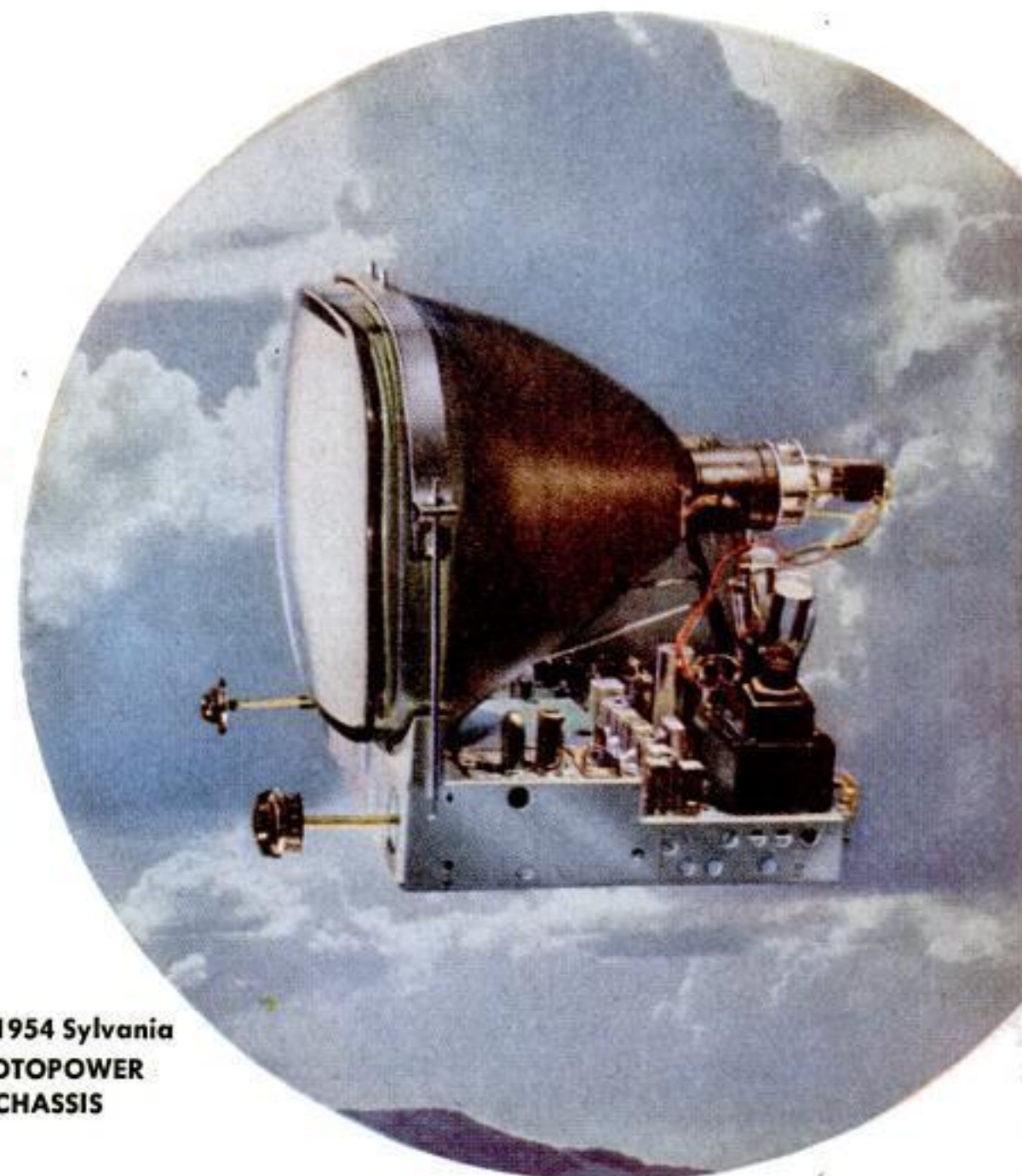
For Photographic Clarity Even in Distant Reception

What HORSEPOWER is to Automobiles—PHOTOPower is to Television

**M**IGHTY POWER and Spectacular Performance are engineered into the new Sylvania PHOTOPower CHASSIS.

PHOTOPower is *concentrated* power. Power that reaches out and *gets* the desired program, near or far. Power that brings you the breath-taking clarity and beauty of the "Full-Depth" picture. *And only Sylvania has it!*

Your Sylvania TV dealer is now displaying 40 beautiful new models—in 17", 21", 24" and 27" screen sizes. Every model is available with All-Channel UHF-VHF Tuning. See Sylvania TV *today*.



New 1954 Sylvania  
PHOTOPower  
CHASSIS

40 New Models. Priced as low as \$189.95—slightly higher West and South.



The KNICKERBOCKER 27" Mahogany Console with HALOLIGHT. Also in Blonde Korina.



The FAIRMONT 21" Table Model with HALOLIGHT. In Mahogany or Blonde.



The MARLBROOK 21" Console with Doors. HALOLIGHT, optional Corner Cases. Mahogany, Blonde or Maple.



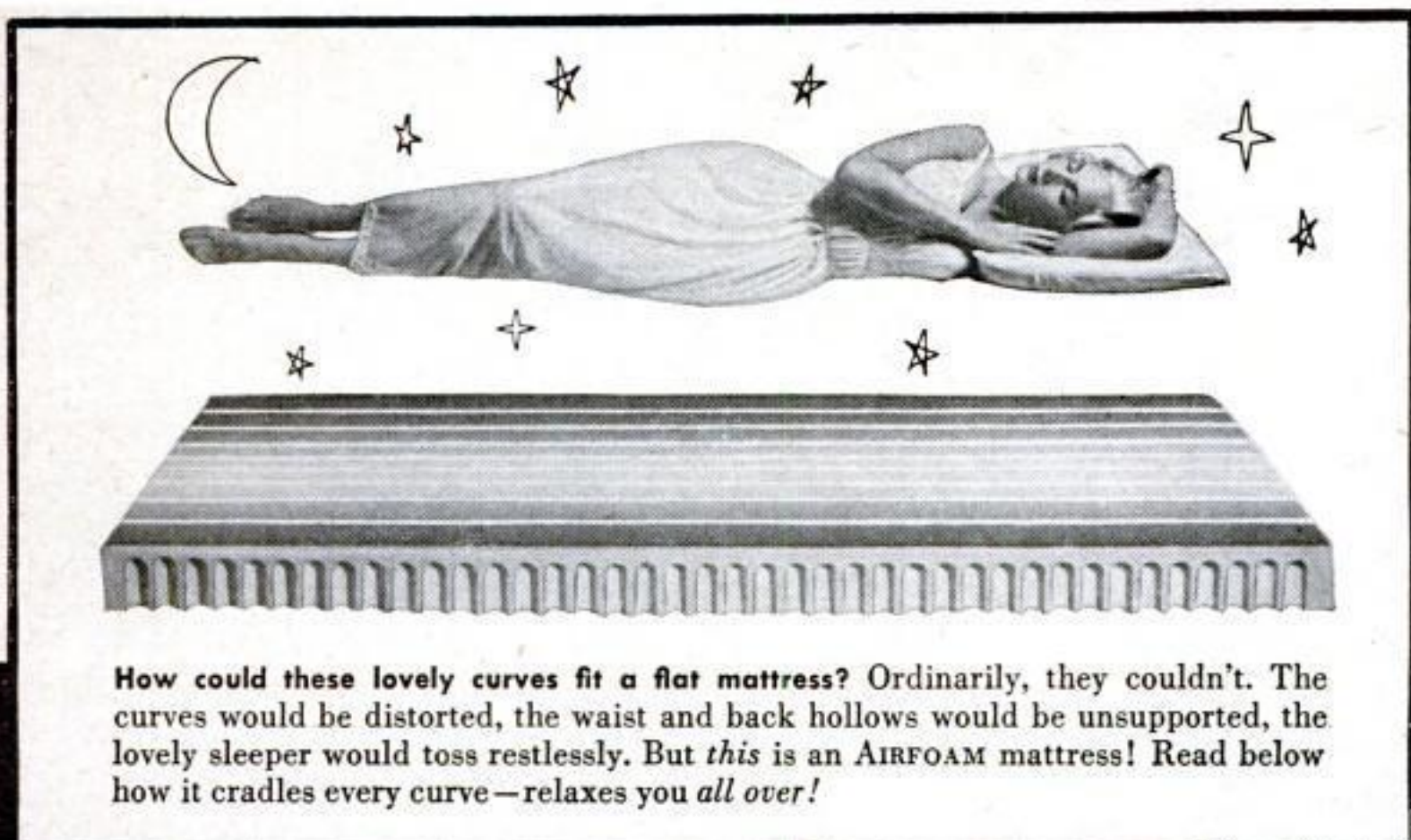
The PRESCOTT 17" Console. HALOLIGHT. In Textured Mahogany or Textured Blonde finishes.

# SYLVANIA

## TELEVISION

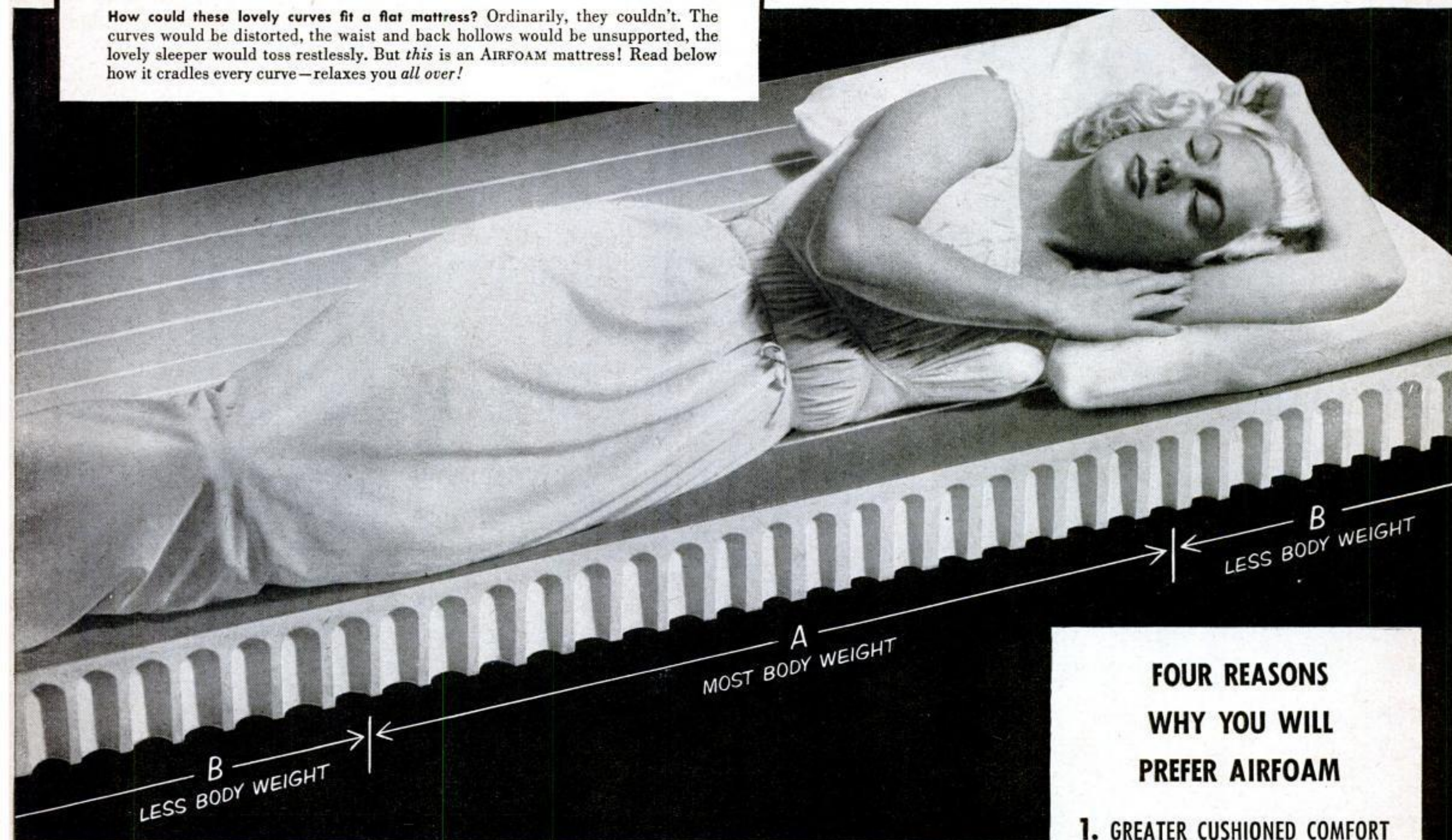
HALOLIGHT and PHOTOPower are Sylvania Trademarks  
Sylvania Electric Products Inc., 254 Rano Street, Buffalo 7, New York  
RADIO • TELEVISION • LIGHTING • ELECTRONICS





To Select the "Sleepin'est" Mattress—  
Simply ask

# What's Inside?



**Millions of air cushions cuddle right up to you!** Billowing up to fit each curve and hollow, are AIRFOAM's half a million air cushions—and more—to each cubic inch. This gently embracing, all-over support eases body tensions, lets you really *relax*!

**Heavier AIRFOAM columns—exactly where needed!** Note how the supporting AIRFOAM columns are stoutest where your weight is greatest (A) — slimmest where weight is least (B). This balances your body's varying downward pressures with corresponding *upward* pressures — "floats" you *evenly*, serenely, into slumberland!

**Hygienic, needs no turning!** AIRFOAM breathes with every motion—stays fresh, sweet and plump

through the years. No offensive odor, no dust-traps, no irritation of the usual allergies, *no turning*!

**Even better with Englander Red-Line Foundation!** This famous dual-spring foundation is designed especially to work *with* AIRFOAM to give you the ultimate in complete relaxation and deep, sweet slumber. So for your own sake, ask **WHAT'S INSIDE** any mattress you buy—and make sure the answer is AIRFOAM.

Goodyear, Airfoam Dept., Akron 16, Ohio

Englander Mattress of Goodyear's  
luxurious AIRFOAM.....\$79.75

Englander Red-Line Foundation.....\$69.75  
Prices subject to change without notice

## FOUR REASONS WHY YOU WILL PREFER AIRFOAM

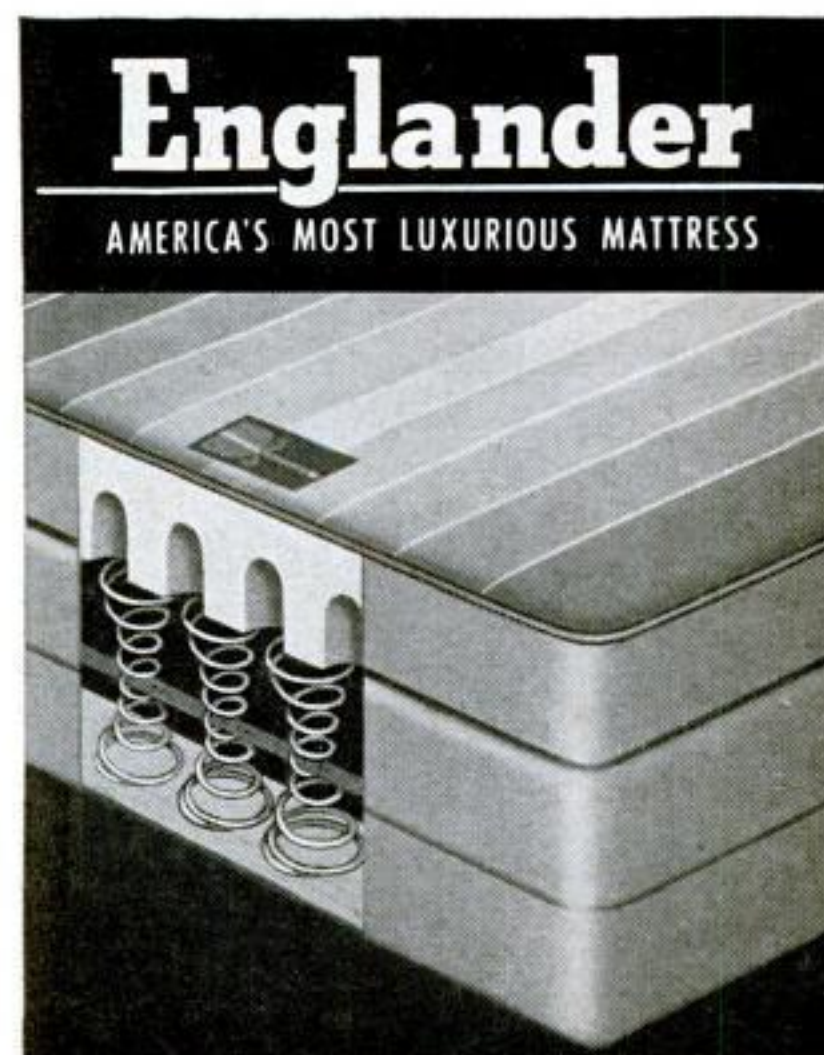
1. GREATER CUSHIONED COMFORT
2. LONGER LIFE
3. COOLER, SELF-VENTILATING
4. HIGH ALLERGY-, MILDEW-RESISTANT PROPERTIES

*Airfoam* MADE ONLY BY  
**GOOD YEAR**

THE WORLD'S FINEST CUSHIONING

Airfoam—T. M. The Goodyear Tire & Rubber Company, Akron, Ohio

Red-Line—T. M. The Englander Company, Inc., Chicago







**NO STRAIN TO HOLD.** A rubber base guard lets you rest mixer on bowl's edge while mixing. Thus the mixer's less-than-3-pound weight is on the bowl instead of on your hand, removing all arm strain.

*\*Manufacturer's recommended retail or Fair Trade price.*



**SETS DOWN LIKE A HAND IRON.** This mixer stands firmly upright on its special heel rest—so that drippings will fall back into the bowl, not onto your work counter.



**GOES WHERE THE FOOD IS.** Instead of lugging food to this mixer, you can take it to the food—use it to mix at the range while you cook.

## G.E. Develops Less-Than-3-Pound Portable with Power for All Household Mixing—Only \$19.95\*

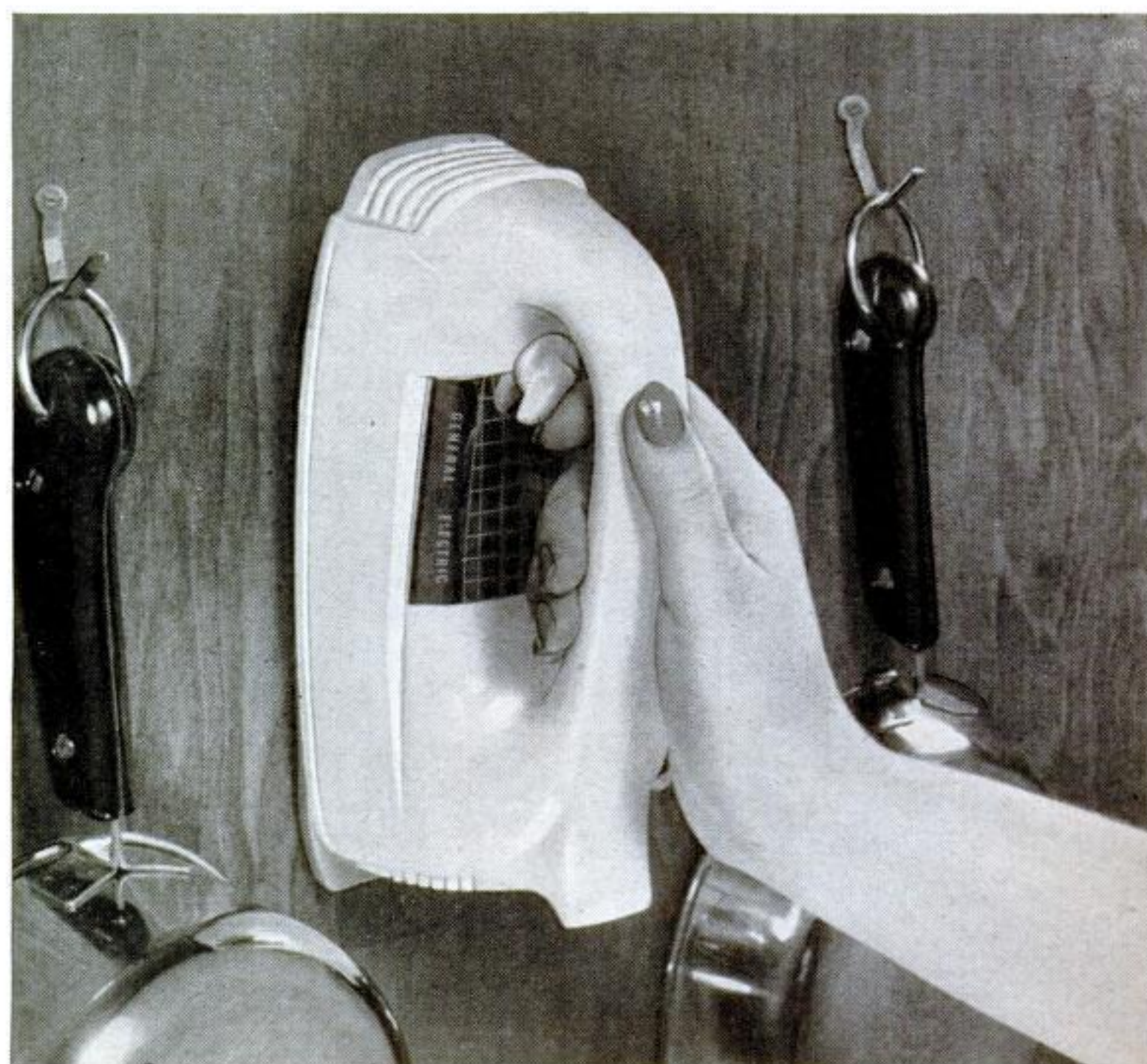
The idea of a *portable* mixer is one that has always appealed to women. But, until quite recently, the housewife was apt to be disappointed when she held the actual product in her hand.

Before, she'd find the word "portable" meant something she *could* carry—not something she'd really *want* to carry. Her mixer would either turn out to be too heavy for easy handling—or a lightweight "toy" that lacked real power in performance.

But now it's a different story. General Electric designers have fitted a powerful motor with adjustable speed control into a rugged—but featherweight—casing. Thus the weight of the whole mixer has been reduced to *less than 3 pounds*.

Your G-E dealer will be glad to demonstrate one for you. Costs only \$19.95.\*

**GENERAL  ELECTRIC**




**HANDY KEYHOLE SLOT** lets you hang it up out of your way, but where it is ready for instant use! General Electric Company, Small Appliance Div., Bridgeport 2, Conn.





# Pippins!

For the  apple of your eye

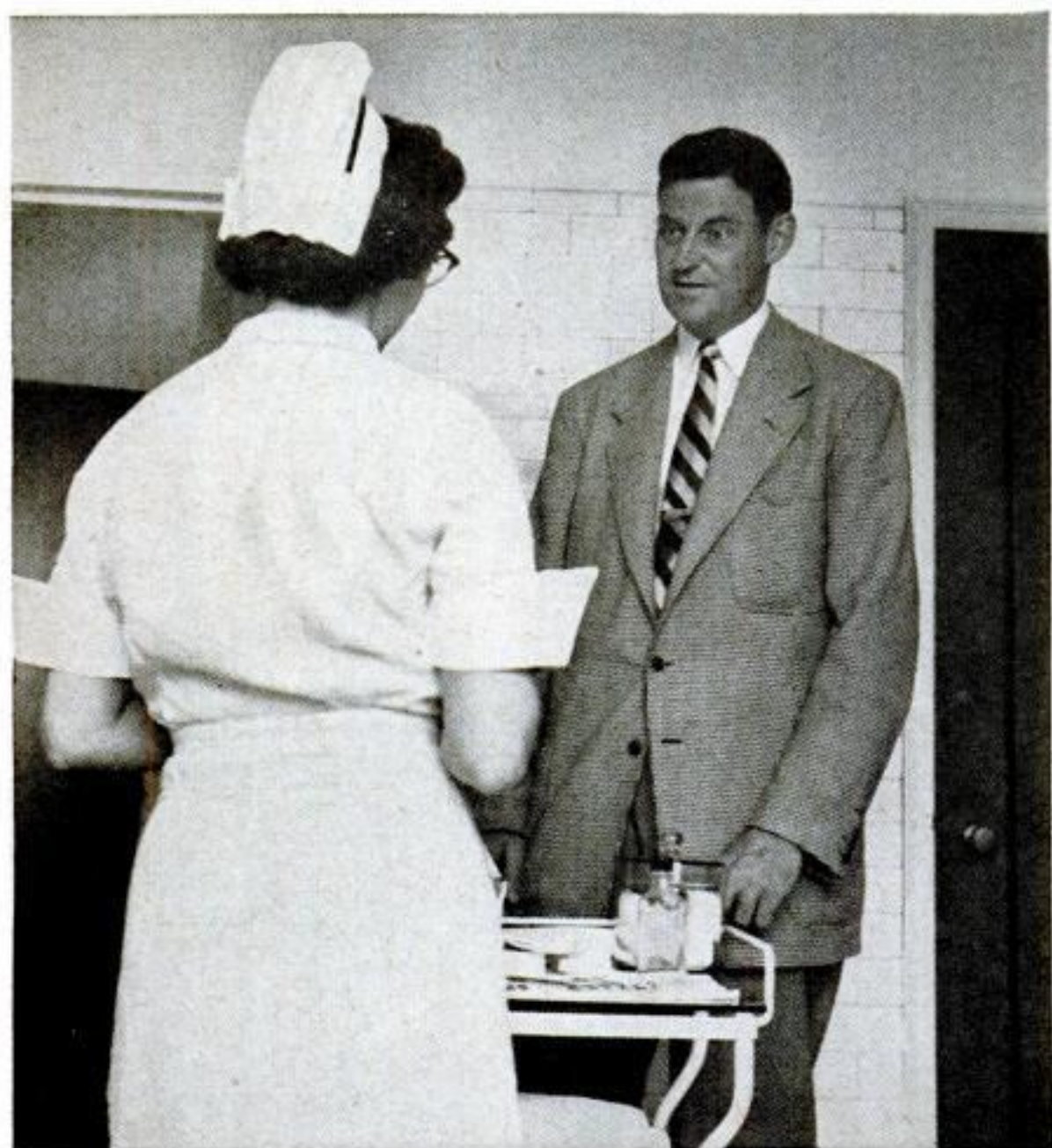
Bumper crop of knitted beauties from Eagleknit! Colorful patterns and jaunty shapes—wonderful wools and oh so soft Angora blends. *Everybody's* wearing Eagleknits—tiny tots and little girls and boys—junior miss and mom—grandma too! They're so warm, so good looking, so *right* for winter ... so *light* on your pocketbook. The best stores in town are featuring Eagleknit headwear—go and see them tomorrow.

They're *Pippins*—one and all!

Eagle Knitting Mills, Inc., Milwaukee, Wis.

# EAGLEKNIT

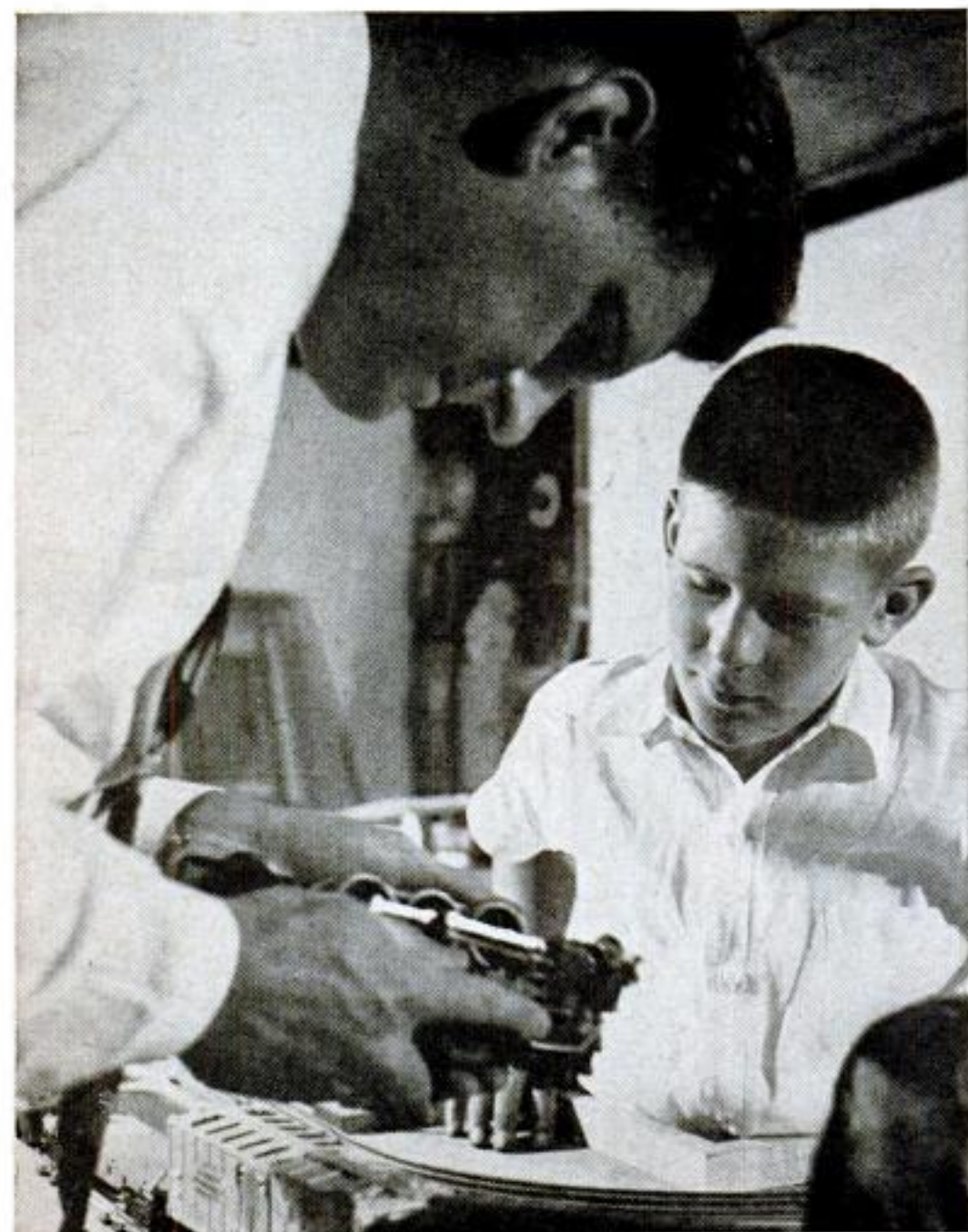




Besides having his own practice, Dr. Cryst is house physician for a Buffalo hotel and is active in local medical organizations.



Dr. John E. Cryst and his wife Jeanette enjoying golf at the Brookfield Country Club in Buffalo. He now has little time for the game, surprises fellow-members by playing in low seventies.



Dr. Cryst enjoys helping Johnny run his electric trains, is also teaching him how to play golf. Johnny hopes to be a doctor like his Dad.

Susan, age 7, loves music, may some day be a musician. That's one part of the future for which Dr. Cryst was anxious to have the right kind of life insurance protection.

# The Doctor gets a Diagnosis—

*The story of how New York Life agent William Powell "prescribed" for Dr. Cryst and his family*

WHEN it comes to family financial problems, doctors are much like other people—they want to prepare for tomorrow's security without giving up too many of today's comforts and pleasures. Dividing the family budget into the right number of pieces is not always easy.

Dr. John E. Cryst of Buffalo, New York, was no exception to the rule. He told New York Life agent William Powell that he wanted to make sensible plans for the future, but he didn't want to give up the present to do it. "My wife and I both like to play golf and we like to send the children to camp," he said. "Also I want them both to continue their training in music." By the time Dr. Cryst finished his list of "musts" the amount available for future plans was not very large—even though Dr. Cryst's income is a good one.

To begin with, as Mr. Powell pointed out, Dr. Cryst had an extra problem common to most professional people: he is not covered by Social Security nor does he have group insurance coverage, available to many men in industry. Therefore, Dr. Cryst's insurance needs would automatically be higher.

On the other hand, Mr. Powell knew that Dr. Cryst had some foundation on which to build. He had bought a \$5,000 policy from him when an intern at Deaconess Hospital in Buffalo. There was \$15,000 in other policies acquired before Dr. Cryst entered the Army. But there were needs this insurance couldn't cover: college and most likely professional

training for John, Jr.; college or possibly advanced musical training for Susan; a life income for his wife Jeanette if Dr. Cryst should die prematurely or, if he did not, a retirement income for the doctor himself.

"I'm glad I had Bill Powell working on the case," says Dr. Cryst. "I got more from his planning than I had thought possible." Yes, step by step, Mr. Powell developed the program Dr. Cryst is carrying out. In 1946 he added a \$10,000 policy to his program. In 1949 he bought \$6,000 of insurance which would take care of the mortgage on his home in case of his death. Then a \$31,000 policy last year.

The insurance program is tailored to Dr. Cryst's needs and provides for planned development as circumstances change. His policies contain special arrangements for monthly income payments. Should he die before the children are grown, there would be a substantial monthly income during the dependency period. There are even provisions for special payments annually for birthday and Christmas presents.

You, too, may be surprised and pleased by what a New York Life agent like William Powell can accomplish for you. His skill and experience can often show you unexpected ways to protect your family's future, bringing them security and bringing you new peace of mind. Write today for the free booklet described at right—and be sure to talk with your New York Life agent soon.







Jeanette Cryst enjoys housework, has put much time and effort into furnishing her home "just so." She keeps close watch on the budget, helps her husband plan and save for the years to come.



Dr. Cryst (left) and New York Life agent William Powell. For more than ten years Mr. Powell has known the Crysts and helped to guide their security plans for the future.

## VALUABLE BOOKLET

Useful and of interest to every family man

THE NEW YORK LIFE AGENT  
IN YOUR COMMUNITY  
IS A GOOD MAN TO KNOW

"Planning Your Family's Security" is packed with valuable, helpful information for the head of every household. It tells how your insurance can be used to handle emergencies, meet mortgage payments, protect dependents, provide for old age, establish funds for college, retirement or unforeseen accident and sickness. Write for free copy.

### NEW YORK LIFE INSURANCE COMPANY

51 Madison Avenue, Dept. E-10, New York 10, N. Y.

*All names and statements in this advertisement are authentic, and are published by permission.*



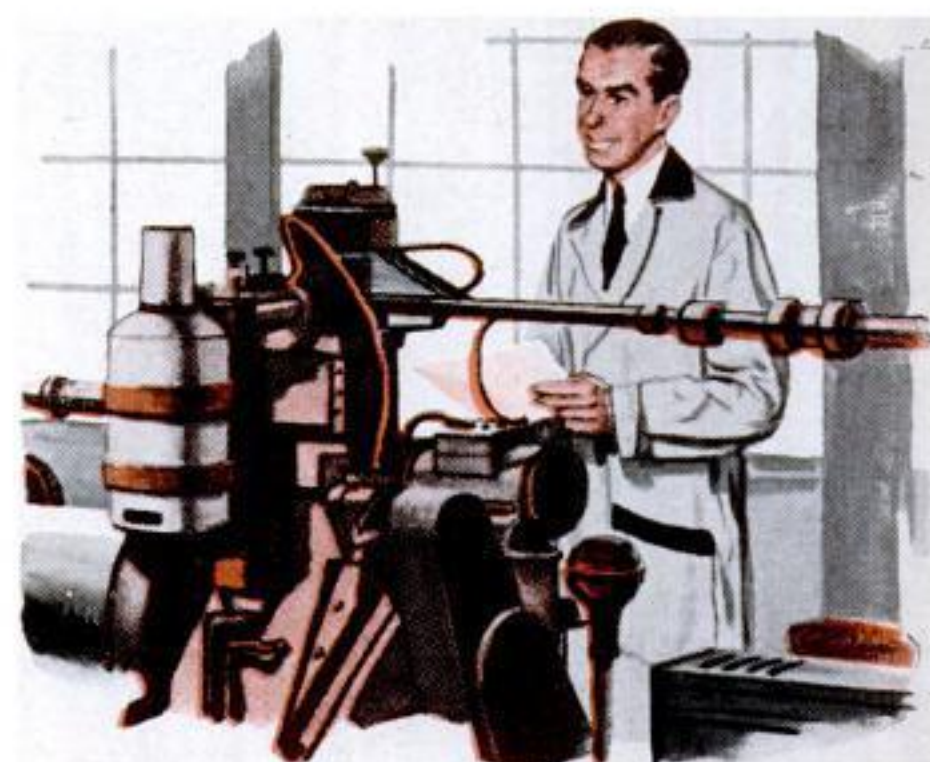


A New Motor Oil So Good

**YOUR ENGINE CAN  
OUTLAST YOUR CAR**



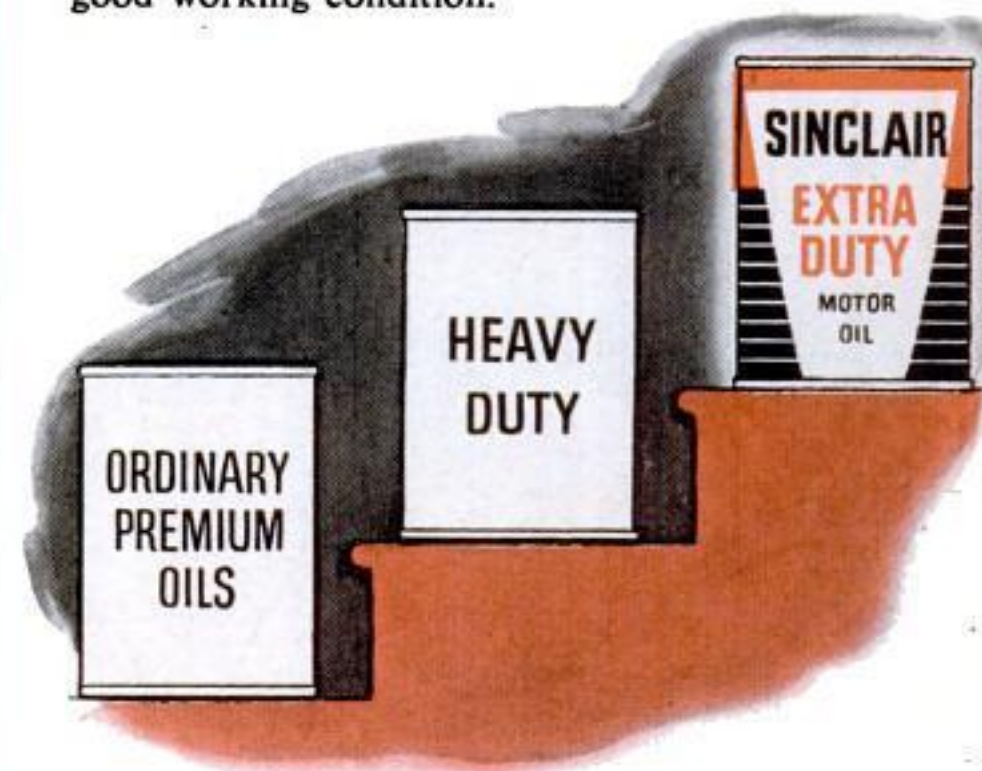
Ask your Sinclair Dealer about this 100,000-mile Guarantee



LABORATORY and road tests prove the quality of Sinclair EXTRA DUTY Motor Oil. It's so good it's guaranteed to keep your engine in top operating condition for 100,000 miles — the life of your car — provided the oil is changed regularly as recommended by your car manufacturer.



1030 TAXI-CABS in a 63,000,000-mile test proved that this newly-developed Sinclair Motor Oil reduces piston ring replacements 80% — CUTS OIL CONSUMPTION IN HALF during the life of an engine in good working condition.



A BIG STEP AHEAD of ordinary heavy duty oils, Sinclair EXTRA DUTY has from 50 to 100% greater detergency (cleaning action) ... and you get up to 9 times less wear on your engine. See your Sinclair Dealer today.





# Now... Control those "Calorie-Curves"!



Imagine! Hidden "finger" panels *plus* new non-roll top that slim, firm and control you without a single seam, stitch, bone or stay!

**Just as the hands of a sculptor** fashion beautiful contours—so the invisible "fingers" of Magic-Controller smooth and mold *your* figure and control those "Calorie-Curves."



## New Playtex® Magic-Controller (FABRIC LINED)

Now available in all **3** styles:  
Garter girdle—Panty with garters—Panty brief

**With freedom and comfort** you never thought possible, Magic-Controller firms and flattens your figure from waist to thighs—it's a true "Calorie-Curve Control" girdle!

And the secret? Those hidden "finger" panels that slim and smooth, that non-roll top that stays up without a stay!

Invisible under sleekest clothes, Magic-Controller fits and feels like a second skin. With a cloud-soft fabric lining inside, lovely textured latex outside, it's all one piece and wonderful! Magic-Controller washes in seconds—you can practically watch it dry.

**Fabric Lined!** Feel that soft-as-a-cloud fabric lining next to your skin. And see the new, lovely textured latex outside.



**Playtex Magic-Controller... Now in all 3 styles**

**Garter Girdle** ... with 4 reinforced adjustable garters, \$7.95

**Panty Girdle** ... with 4 reinforced adjustable garters, \$7.95

**Panty Brief**, \$6.95

Fabric Lined Playtex Girdles, from \$4.95

Other famous Playtex Girdles, from \$3.50  
Extra-Large sizes slightly higher.

**Playtex** ... known everywhere as the girdle in the **SLIM** tube. At department stores and specialty shops everywhere.

International Latex Corp'n ... **PLAYTEX PARK** ... Dover Del. Playtex Ltd., Montreal, Canada • U.S.A. and Foreign Patents Pending

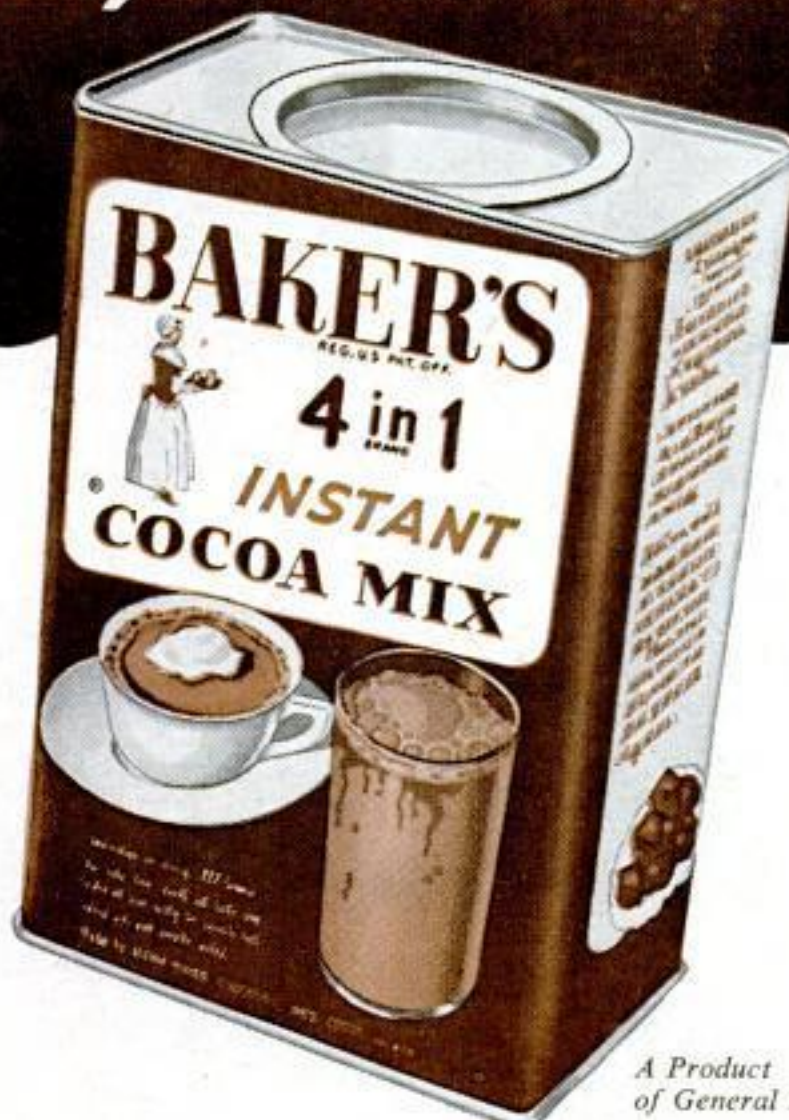


# New BAKER'S INSTANT 4in1 is more chocolate-y...



and  
mixes faster, hot or cold!

Better get the  
1-lb. economy size  
can. You'll need it!



A Product  
of General Foods

**YES, INSTANTLY** new Baker's Instant 4 in 1 Cocoa Mix makes the *best-tasting* cold chocolate milk! And fast as a flash you have more chocolate-y, rich cocoa, too! Get the *only* cocoa mix with such lightning action *plus* that richer, world-famous Baker's Chocolate Flavor. Get the 1-lb. economy size of Baker's Instant 4 in 1 Cocoa Mix *today!*

... IF IT'S CHOCOLATE — BAKER'S MAKES IT BEST!

## LETTERS TO THE EDITORS

### ITALIANS INTO AMERICANS

Sirs:

The story of the La Falce family ("An Italian Family in America," LIFE, Oct. 5) is indeed a credit to LIFE and to everything that is Christian and American.

BERNARD V. CURRAN

Santa Cruz, Calif.

Sirs:

I am the son of an Italian immigrant who came to this wonderful country in the year 1898. As I read your article I saw my own parents' struggle unfolding before me. The La Falces' hardships and crises were typical of ours. . . .

For years we have been considered "foreigners". You have helped us tremendously in showing the American people that we are one of them.

SALVADOR PEPITONE

Opelousas, La.

Sirs:

Although I am not of Italian descent I praise your story. It makes me a little prouder that I am an American. Keep up the good work!

VIRGINIA HMURA

Tacoma, Wash.

Sirs:

. . . A big omission in the La Falce story: pictures of the girls who married the La Falce boys. Had I been one I would have felt slighted.

MRS. L. A. ROSS

Poughkeepsie, N.Y.

● LIFE showed one of the daughters-in-law—Joe's wife. Here are four others.—ED.



PAT'S ANNA

TONY'S MARY



MIKE'S GLORIA

JIMMY'S ANN

Sirs:

As a boy I can remember the colored triangular sails of Italian fishing boats on San Francisco Bay, my first knowledge of our Italian citizens.

Conditions here are I suppose different from Poughkeepsie, but we find the same fine qualities in our citizens of Italian origin. Thank you for the kindly, human, accurate portrayal.

A. H. FOLGER

Healdsburg, Calif.

Sirs:

You have put into words and pictures what we of the Order Sons of

CONTINUED ON PAGE 15



Tomatoes 'n peppers  
pickles 'n spice,  
Simmered together  
'n blended just nice.  
Soon as you taste it  
You'll love it because  
it's the

real home-made kind!



Mmm! mouth-watering  
flavor-magic on meats,  
poultry, sea food . . .  
and in cookery too!

Betcha!

say Bennett's is as good  
as any "home-made"  
chili sauce you've tasted.  
If not—send us the  
neck-label and we'll  
return retail price  
plus your postage.

Guaranteed by  
Good Housekeeping  
if not as advertised within



## WINTER SUMMER TIRE

"THE WINTER  
TIRE WITH  
THE SUMMER  
UNDERWEAR"



WINTER



SPRING



SUMMER

Gives you good traction in snow all winter with no slip, no spin, no skid. Plenty of cleat action left for spring mud. By summer, you wind up with a regular, 5-rib tire tread good for many miles of smooth, quiet driving. No need to change tires when bad weather's over.

Lee Winter/Summer Tires save you money. No need to own two sets of rears when one set will do a year-round job. Guaranteed against all road hazard damage for 12 months. Lifetime guarantee on workmanship and materials. Get your set today — be safe. Now available in white or black sidewall.

AT 19,000 LEE DEALERS  
COAST TO COAST





## from Kites to Kitty Hawk to Careers!



"Guess what, Dad!" Ted called out. "I have to write a theme about what I want to be when I grow up!"

"He had my sympathy! At his age, I'd have been completely lost. But Ted just made a beeline for World Book. Right away he was deep in the article on Aviation (Ted's always been air-minded). What struck me was the way World Book kept him spellbound with the story of air travel... from kites to Kitty Hawk to job opportunities in Aviation.

"And I was glad I'd already read the World Book article on Vocational Guidance, because it gave me some solid background for a good talk with Ted about choosing a career.

"I sure thanked my stars again for the day that nice Miss Davis came to talk to my wife about Ted's school work and

World Book. It's made a wonderful difference to all of us to have World Book in the family."

9 out of 10 World Book owners report it has helped their children do better school work.\* The story-like text and more than 18,000 illustrations make learning a joy. No wonder more families buy World Book than any other encyclopedia. Bring it into your home — soon!

**Send now for FREE reprint!**

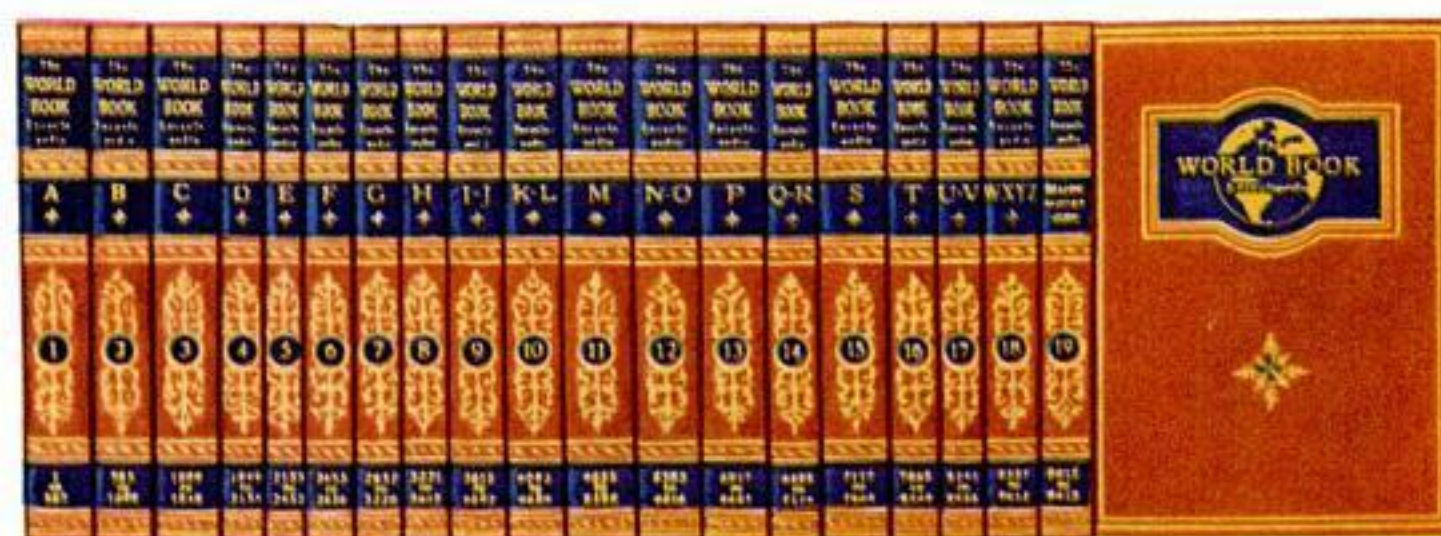
32 dramatic and informative World Book pages on airplanes and other phases of aviation, many illustrations in color. Yours free! Just write: Mr. George M. Hayes, World Book, Dept. 140, Box 3565, Chicago 54, Illinois.

\* \* \*

**Want a lifetime career** with good pay, future security? Discover how all this can be yours as a World Book representative. Write: Mr. George M. Hayes, World Book, Dept. 240, Box 3565, Chicago 54, Illinois.

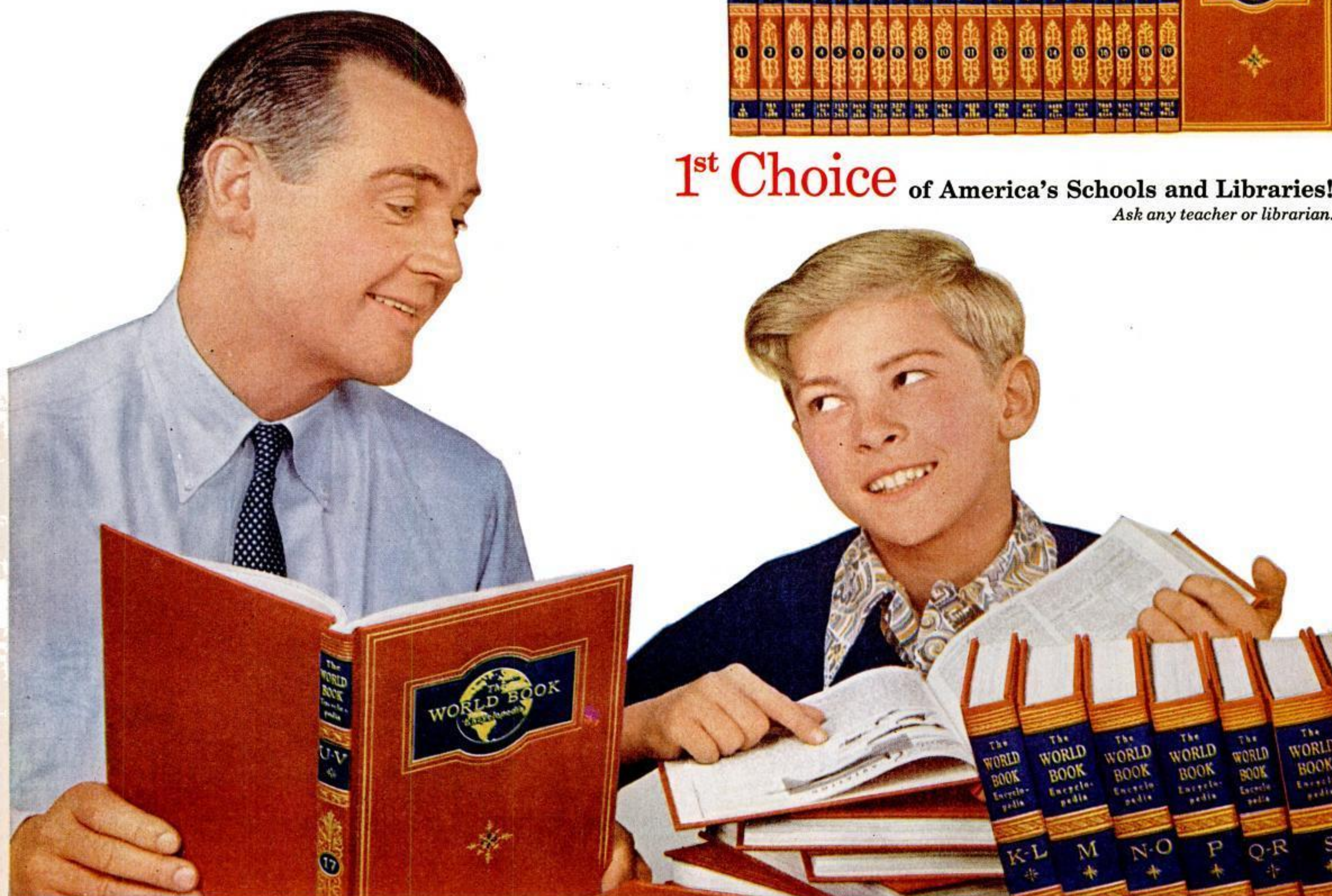
# World Book Encyclopedia

19 volumes — President Binding  
**\$129.00** \$10 down \$10 a month



**1<sup>st</sup> Choice** of America's Schools and Libraries!

Ask any teacher or librarian.



Field Enterprises, Inc., Educational Division, Merchandise Mart Plaza, Chicago 54, Illinois. Also publishers of Childcraft, America's Famous Child Development Plan.



# How to take out STAINS

## USE RINSO AND FOLLOW THESE EASY DIRECTIONS

If you have ever used Rinso in your washer, you've probably noticed that it gets clothes exceptionally *white*. This is due to the **SOLIUM** in Rinso.

What many women *don't* know is that Rinso also works like a charm on most common *stains* — if you know how to go about it. Here are some simple, tested hints from the scientists at Lever Brothers Company. Be *sure* fabric is colorfast and washable before following these directions.

**1. GREASE & OIL.** Use warm Rinso suds. Put plenty of Rinso on stained part, rub between hands.

**2. BLOOD.** Soak in cold water until stains turn light brown, then wash in warm Rinso suds.

**3. COFFEE & TEA.** To remove fresh stains, pour boiling water on stain from 2- or 3-foot height, then wash in warm Rinso suds. If any stain remains, dry in sun or use bleach. Do not bleach silk or wool.

**4. GRASS.** Use hot water and Rinso, rubbing well. If stains remain, use bleach. Once again, do not bleach silk or wool.

**5. OIL PAINT, VARNISH, ENAMEL.** Remove fresh stains from washable materials by washing with plenty of Rinso suds. If stain has dried, soften it first by rubbing in Spry or lard.

**6. MILDEW.** Rinso suds will remove very fresh mildew stains from washable materials. Drying in sun helps bleach spots. If stain remains, use bleach except on silk or wool.

**7. INDELIBLE LIPSTICK.** Work petroleum jelly or lard into stain. Sponge with cleaning fluid. Remove any ring which may remain by laundering in Rinso suds. On rayon and colored materials, use 1 part alcohol to 2 parts water. Launder with Rinso.

**8. CHOCOLATE & COCOA.** First scrape off excess with dull knife, then launder in warm Rinso suds.

**9. CHLOROPHYLL.** Wash with warm Rinso suds. If stain remains, use bleach except on silk or wool.

**10. SCORCH.** Use Rinso suds to remove slight stains from washable materials. Dry in the sun a day or two.

**11. TOMATO JUICE, CATSUP.** Sponge thoroughly with cold water, then work glycerine into stain, let stand half hour. Then wash in Rinso suds.

**12. SHOE POLISH.** Sponge thoroughly with plenty of Rinso suds.

### SAVE 20%

You usually pay about 20% less for Rinso than for detergents because it now costs Lever Brothers less to make Rinso. This saving goes to you. Rinso is guaranteed, of course. To obtain free reprints of this page, write Lever Brothers Company, P.O. Box 44, New York 46, N.Y.



1. GREASE & OILS



2. BLOOD



3. COFFEE & TEA



4. GRASS



5. OIL PAINTS



6. MILDEW



7. INDELIBLE LIPSTICK



8. CHOCOLATE & COCOA



9. CHLOROPHYLL



10. SCORCH



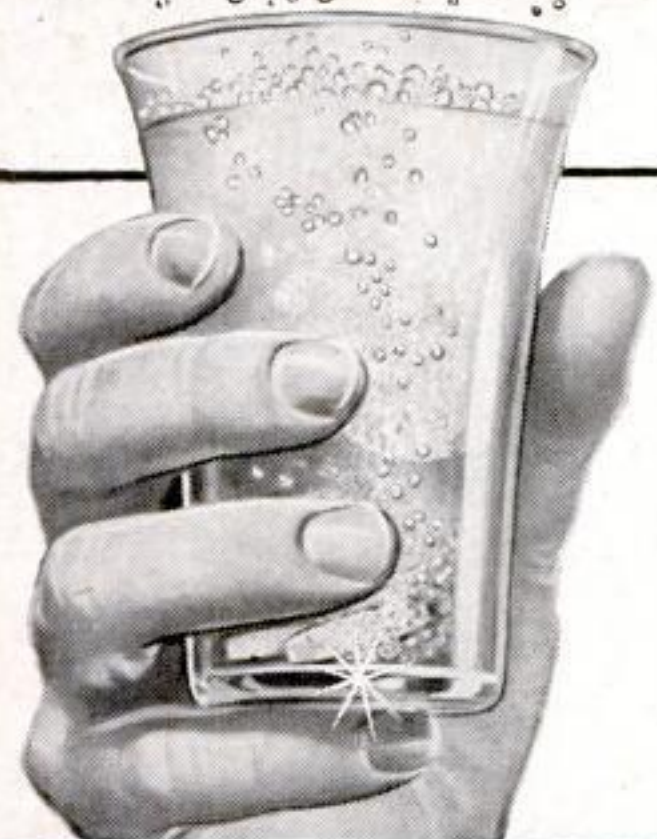
11. TOMATO JUICE



12. SHOE POLISH



## Here's to **FIRST AID** FOR **COLDS**



# Alka-Seltzer

**SPEEDY RELIEF** FOR THESE COLD DISCOMFORTS

**ACHE-ALL-OVER MISERY  
FEVERISH FEELING  
HEADACHE**

**SORE THROAT OF  
A COLD**



Also Use **Alka-Seltzer** for

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DRUG STORES  
EVERYWHERE  
U. S. and Canada

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HEADACHE  
MUSCULAR ACHES**

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Fun to play nurse,  
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14"

IT'S A WONDERFUL TOY... IT'S **IDEAL**

## LETTERS TO THE EDITORS

CONTINUED

Italy in America have been trying to put across to the American people for 20-odd years. . . .

NICHOLAS RIZZO  
Associate Editor

*Sons of Italy Magazine*  
Boston, Mass.

Sirs:

Your presentation of an Italo-American family was truly a clean, inspiring story.

Why do you sour the unity of effect by mentioning Capone and Adonis, thus injecting a sardonic, contradictory, belittling note to an otherwise cheerful, praiseworthy article.

SIDNEY SILVERSTEIN

Hillside, N.J.

Sirs:

Your introduction of the darker side was both truthful and in proportion to the so much greater quantity of good. . . .

FLORENCE S. DE SANTIS

Bayside, N.Y.

Sirs:

I made it a must reading for my American-problems class, and it does much to create better national understanding. . . .

ROBERT J. EISENBERG

Social Studies Department  
James Morris School  
Morris, Conn.

Sirs:

It looks like the Italians are to conquer us by immigration and birth rate. We of New England often discuss the future of the Pilgrims' traditions and sacrifices that made America great and will now have to realize that the welcome they extended is being abused.

LON FLEMSON

Clifton Forge, Va.

Sirs:

Here in New England so many national strains have merged as Americans that every line of the story rang with familiarity and sincerity. In the saga of the La Falces I read that of my friends.

NORMAN E. LEIGHTON

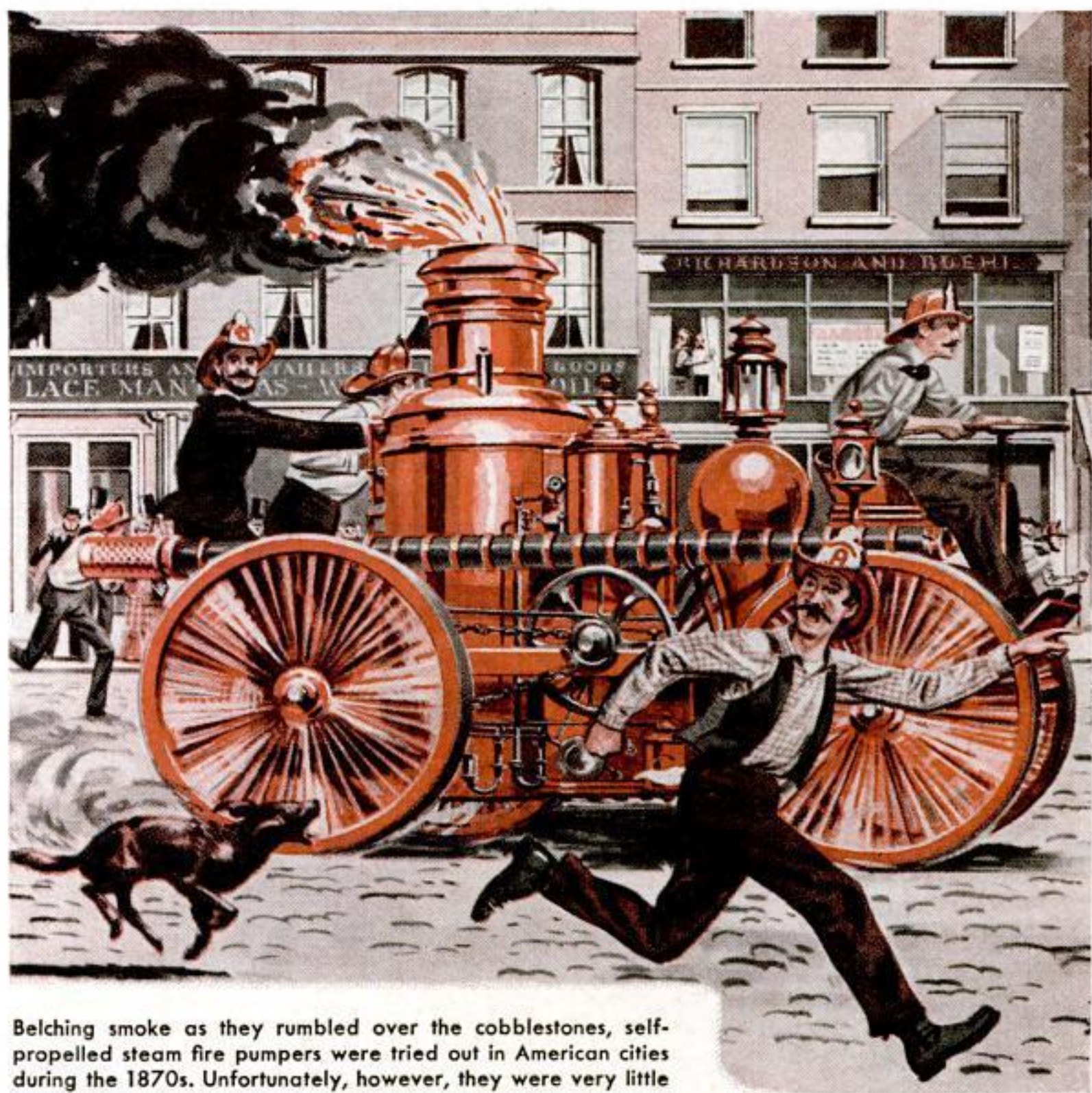
Portland, Maine

Sirs:

We wish to extend to LIFE our sincere thanks for the honor you have bestowed upon our family. You so

CONTINUED ON NEXT PAGE

## First Steam-Driven **FIRE PUMP**

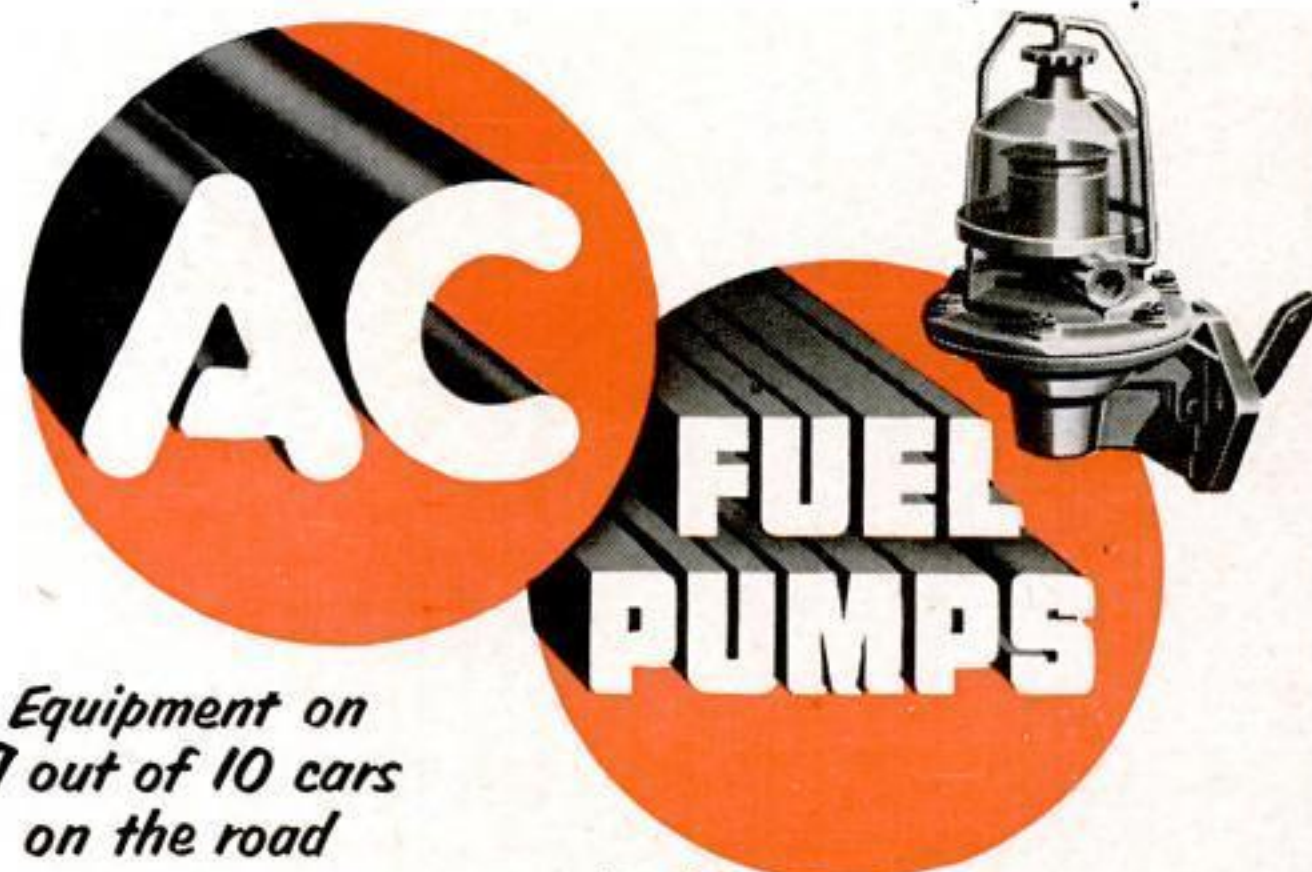


Belching smoke as they rumbled over the cobblestones, self-propelled steam fire pumps were tried out in American cities during the 1870s. Unfortunately, however, they were very little faster and not nearly as reliable as previous horse-powered vehicles. Yet the idea of self-propulsion for fire engines was there—it only awaited the gasoline age to make it practical.

## AC FUEL PUMPS ...America's First and Finest

Although early steam propelled fire pumps were not universally adopted, there has never been any question about the acceptance and superiority of AC's automotive Fuel Pump. Since 1927—when they were adopted almost universally by vehicle manufacturers—115,000,000 AC Fuel Pumps have been built. Today ACs are still standard equipment on more new cars and trucks than all other makes combined—they are used by 40,000,000 motorists every day.

Many of those motorists, too, replace their fuel pumps after several years of service—thereby avoiding the annoyance and extra expense of a breakdown on the road. And, the replacement pump most frequently installed bears the AC trademark.



Equipment on  
9 out of 10 cars  
on the road



AC SPARK PLUG DIVISION GENERAL MOTORS CORPORATION

Please send



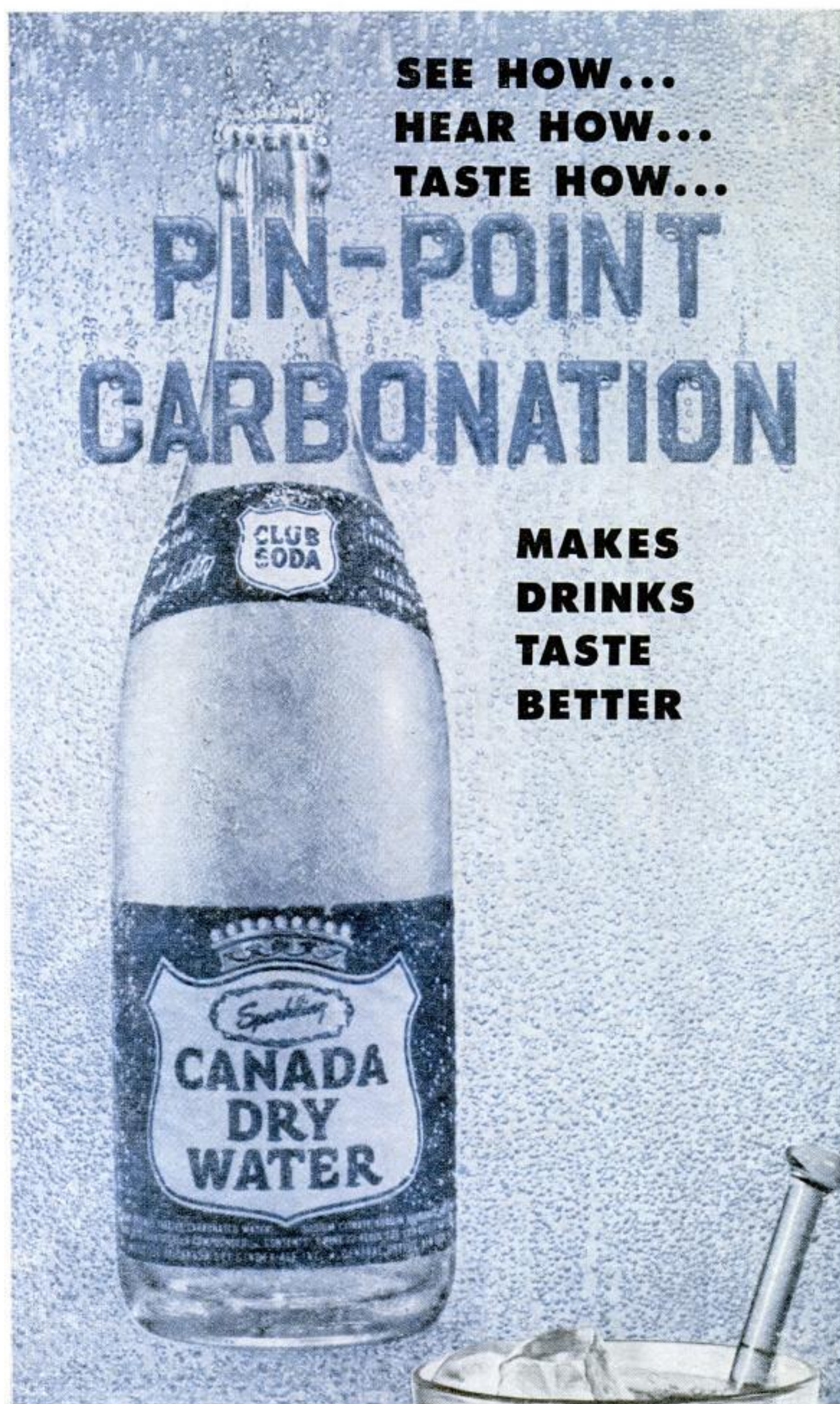
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**SEE** that sparkle of a billion bubbles! Because they're tiny—"Pin-Point Carbonation" bubbles hold their liveliness far longer than the fast-escaping, bigger bubbles of ordinary carbonation.

**HEAR** that gentle fizz. That's the song of tiny, busy bubbles at work... that's "Pin-Point Carbonation" giving long-lasting life and lightness and freshness to your drink.

**TASTE** that full flavor. For, after all, *taste* is the pay-off. And "Pin-Point Carbonation" plus exclusive formula results in *Blend-ability*—the ability of Canada Dry Water to make any drink taste better.



You can get Sparkling Canada Dry Water in this handy size that's "pin-pointed" to your individual needs. Carton of 6 bottles... each bottle mixes 2 highballs.



## LETTERS TO THE EDITORS

CONTINUED

perfectly reproduced through text and pictures life in our home and parish.

Our association with your photographer, Ralph Morse, will always be remembered by all of us. His sincerity and goodness leaves us with one thought: we wish he were one of us.

MOM AND POP AND FAMILY  
Poughkeepsie, N.Y.

### YEA TEAM!

Sirs:

I was delighted with Jerry Cooke's football color ("Yea Team!" *LIFE*, Oct. 5). The color and pageantry recalled many exciting and unforgettable Saturday afternoons.

JANET SMITH  
Bay Village, Ohio

Sirs:

Why all of a sudden this passion for blurred-color photographs?

FRANK G. RIVERA  
Los Angeles, Calif.

Sirs:

As former manager of the University of Illinois football team I wish to correct your statement that the painted football player is a Penn player. He is Illinois' one and only "Broncho" Bill Tate who gained 150 yards against Stanford in 1952 to miss tying the Rose Bowl rushing record by one yard.

CHARLES F. PERRY  
Naperville, Ill.



TATE IN ROSE BOWL TOUCHDOWN

Sirs:

All of us here in Soonerland deeply appreciated "Yea Team!"

However you stated that the picture showing the swirling mass of people outside a stadium was taken at Princeton. After a lot of discussion we decided that the picture was taken here at Owen stadium.

JOE REMAKLUS  
University of Oklahoma  
Norman, Okla.

• It was Owen stadium.—ED.

### WILLIAM FAULKNER

Sirs:

Just a line to tell Robert Coughlan, as I finish reading his sketch of Faulkner (*LIFE*, Sept. 28 and Oct. 5), that his article interested me more keenly, more pleasantly than anything else that I have read in a long time. An admirable bit of work!

SEUMAS MACMANUS  
New York, N.Y.

Sirs:

I have seldom read such a vicious spate of derogatory propaganda...

No wonder Mr. Faulkner so diligently seeks privacy if Robert Coughlan is representative of available biographers!

BETTY ANNE CALVERT  
Camp Atterbury, Ind.

CONTINUED ON PAGE 19



## GIN AND Quinac QUININE WATER



It took Quinac—America's favorite quinine water—to make Gin-and-Tonic a year-round favorite. Quinac makes

Gin-and-Tonic taste better... lighter... brisker... and so much drier. No doubt about it—Quinac is the big, delicious reason more and more people are drinking Gin-and-Tonic right through the year. Try it yourself today. Canada Dry Quinac is an all-American quinine water developed specially for American tastes. Premium quality, it is *not* premium priced. That's why it outsells all others by a whopping majority.

Make Gin-and-Tonic in seconds, like this: 1½ ounces of gin in a tall glass. Plenty of ice. Fill with Quinac.

### CANADA DRY QUININE WATER

America's Favorite







## FOR YOUR FALL CHANGE ... see my dad !

... he's a Texaco Dealer. See him soon — let him get you set for safer, more enjoyable driving. He's just the man to give your car the fall checkup it should have:

✓ He'll drain and refill the crankcase with Advanced Custom-Made HAVOLINE, the extra heavy duty motor oil. Differential and transmission will also get superior Texaco lubricants.

✓ He'll lubricate the chassis with Marfak — to give you that *cushiony* feeling that lasts 1000 miles or more. His lubrication charts leave nothing to chance.

✓ He'll drain and refill your radiator — put in the correct amount of Texaco PT, the permanent type anti-freeze that stays PuT all winter.



✓ He'll check your battery, tires, lights, fan belt, brake fluid, spark plugs — and other spots that might cause trouble.

And finally, he'll fill your tank with one of Texaco's *CLIMATE-CONTROLLED* gasolines: Sky Chief, the premium gasoline *for those who want the best* . . . or Fire Chief, the powerful gasoline that sells at *regular* prices.

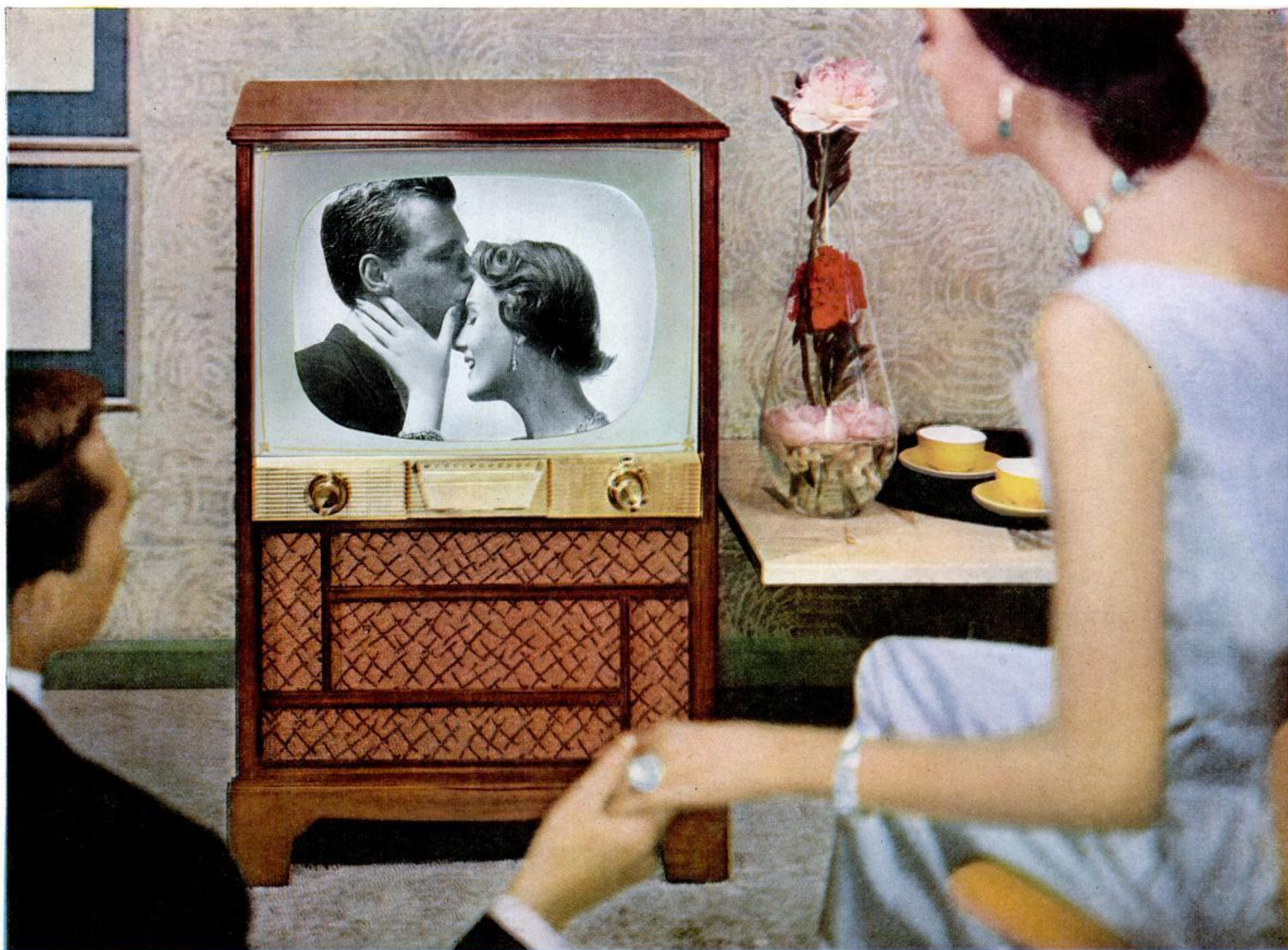
You'll be ready for whatever winter brings — if you stop in soon and see your Texaco Dealer — *the best friend your car has ever had.*

**THE TEXAS COMPANY**  
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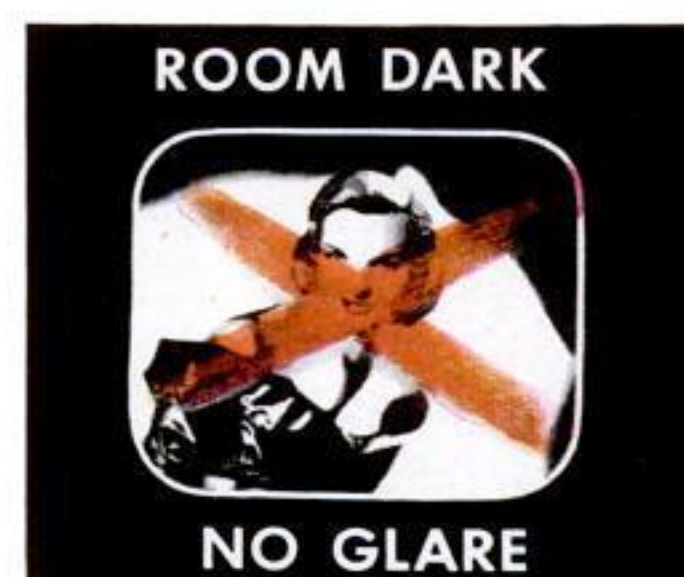


## NEW ELECTRONIC EYE ADJUSTS PICTURE FOR YOUR EYE COMFORT... AUTOMATICALLY

Pick the TV that's kindest to your eyes, and your children's eyes! Now, an amazing electronic eye automatically adjusts picture to right brightness and contrast when room light changes. No washout when lights go on. No glare when room darkens. It's entirely automatic! You need never reset dial!

Pick the TV that gives you clear pictures that stay clear automatically. No streaks. No flutter. No flop-over. Enjoy True Dimension pictures with faithful reproduction of blacks, whites, grays! Plus . . . Exclusive Automatic Area Selector! Single Dial UHF-VHF tuning! 100-mile-plus Tuner! 3-way Glare Control! Pick the TV that offers you *all* of television's most wanted features. Sensationally low prices starting at \$179.95. Westinghouse Electric Corporation, Television-Radio Division, Metuchen, N. J.

THE MAYBRIDGE, MODEL 782K21, 21-inch picture. Hand-crafted console with imported mahogany veneer. All top features including Automatic Area Selector, built-in UHF-VHF antenna, concealed casters. Also in blond lined oak finish, THE BRADLEIGH, Model 783K21.



**New for '54! Westinghouse with  
Exclusive Automatic Brightness Control**

BE SURE TO TUNE IN EACH WEEK ON TV: WESTINGHOUSE PRO FOOTBALL... WESTINGHOUSE STUDIO ONE

**YOU CAN BE SURE... IF IT'S** *Westinghouse*



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of  
**HEADACHE  
NEURITIS  
NEURALGIA**

get

**FAST  
RELIEF**

WITH



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of physicians  
and dentists recommend

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Anacin is like a doctor's prescription. That is, Anacin contains not just one but a combination of medically proved active ingredients. No other product gives faster, longer-lasting relief from pain of headache, neuralgia, neuritis than Anacin tablets. Buy Anacin® today!

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Sturdy Safe For Kids 5 to 15 Years. Also pulls Mowers, Carts and Power Take-off drives Pumps, Saws, etc.



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**Shine, Mother?  
shoes shine instantly!**

**HOLLYWOOD  
sani-brown  
SHOE POLISH**



## LETTERS TO THE EDITORS

CONTINUED

Sirs:

Faulkner is obviously an idiot who stands two feet high and writes drivel. And Coughlan is obviously an honest, objective, hard-working reporter. It all seems so wrong somehow.

DONALD WETZEL

Santa Fe, N. Mex.

Sirs:

Faulkner portrays the South as he does, without basis in fact, because he realizes Yankees relish and pay for it. . . . It is no surprise his conscience drives him to drink.

JOHN TYSON YOUNG

Roswell, Ga.

Sirs:

It's good criticism, good journalism and good Americana. Absolute tops. . . . I think you have explained his situation better than anybody who has written about him.

JOHN DOS PASSOS

Westmoreland, Va.

Sirs:

Not to enter at all here into controversy about the attitude toward William Faulkner's works and their author displayed in your recent article but merely to correct one factual error as a sample, may I point out that Mr. Faulkner did not start spelling his literary name with a "u" in 1924 or because of a printer's mistake. Long before 1924 he signed "William Faulkner" to poems and stories, published and unpublished. Such unimportant errors of fact, like important errors of critical and biographical judgment, have become clichés in much of the writing about Mr. Faulkner despite the availability of contrary evidence.

CARVEL COLLINS

Massachusetts Institute  
of Technology  
Cambridge, Mass.

● Professor Collins, Faulkner's best-informed critic, is right about the spelling of Faulkner's name. Faulkner's first published work, the poem "L'Après Midi d'un Faune," which appeared in *The New Republic* in 1919, was signed "William Faulkner." So was the manuscript of an unpublished story written in 1918.—ED.

Sirs:

You have the name of my grandfather who rode with General Forrest as "Major Philip Alston Stone." That

CONTINUED ON NEXT PAGE

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Start them off  
in the right shoes...

# Sundials



Sturdy, two-strap oxford gives your child extra support.

You're sure to find a Sundial Shoe that's right for your child.

Sundial Shoes are made by the world's largest shoe manufacturer. This means Sundial offers you the widest possible choice of styles, with a full range of sizes and widths.

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**\$3.95 to \$7.95**

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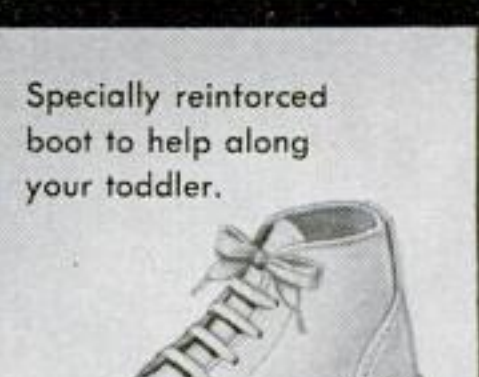
At better independent stores

It's obvious this wide choice helps you get the right shoe . . . and a perfect fit.

Start your child off in the right Sundial Shoes . . . soon!



Scuff-resistant, sharkskin-tip oxford.



Specially reinforced boot to help along your toddler.



Sporty crepe-sole oxford.

## Sundial Shoes for boys and girls

first  
in fit  
with  
extra wear!



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Genuine mother-of-pearl\* adds dignity and smartness to the French cuff...here is dramatic impact for your new charcoal gray and other popular neutral tones being featured in suits and shirts this season. Tie Klips \$2.50, Links \$2.50 The Set, \$5.00 plus Fed. Tax



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Men prefer  
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SWANK® is the Quality Gift—  
proudly given...proudly received.

Swank, Inc., Attleboro, Mass.

## LETTERS TO THE EDITORS

CONTINUED

was not his name. He was my maternal grandfather and his name was Philip Summerfield Alston.

PHIL STONE

Oxford, Miss.

### MUTT DERBY

Sirs:

Having read and reread "Life Goes to a Mutt Derby" (LIFE, Oct. 5), I am breathless, awaiting news of who won. Nowhere in the story do you ever say.

J. M. LINDLEY

Wellesley Hills, Mass.



● The winner was a dreamy-eyed 2-year-old, part Doberman pinscher (above) named Bozo. His prize was a silver cup and a year's supply of dog food.—ED.

### A TRAP AND A CATCH

Sirs:

In "A Trap and a Surprising Catch" (LIFE, Oct. 5), it was very low of you to disgrace a public servant before the eyes of his friends and neighbors. . . .

M. A. BOZBECKIAN

Indian Orchard, Mass.

### FURNITURE FASHIONS

Sirs:

LIFE did well to take a stand against making home furnishing a fashion industry ("The Dress, the Desk and the Moose," LIFE, Oct. 5). It may already be too late. . . .

HERBERT E. STANTON

Delray Beach, Fla.

Sirs:

As president of a furniture company, I have never heard a responsible member of the industry suggest that home furnishings should, like hats, be purchased every season as an item of fashion. . . . Certainly there are fashions in home furnishings, as there are in automobiles. But once a home is furnished the industry does not lie awake tossing in bed trying to think of ways to make the owner unhappy when next spring comes around.

JOSEPH H. LANE

Chattanooga, Tenn.

### RITA HAYWORTH

Sirs:

LIFE seems to be sneering in its report on Rita Hayworth's wedding ("Nevada Wedding," LIFE, Oct. 5). How quickly LIFE lets its "love goddess" fall from grace and forgets the lovely woman in a filmy negligee who once posed so successfully for you.

MRS. B. G. KARL

Washington, D.C.

## "I HATED DOING HOMEWORK . . .

"It was hard memorizing the dull details of the Louisiana Purchase . . . and I had no interest in the farm products of China

UNTIL



## "HISTORY & GEOGRAPHY CAME TO LIFE ON MY REPLOGLE GLOBE . . .

"Then I could almost see Napoleon over in France plotting to dispose of his American Lands. Just as easily I could picture big drums of tung oil changing from a Hong Kong junk to a tramp freighter for Liverpool."

They Need a Good  
Globe at HOME!

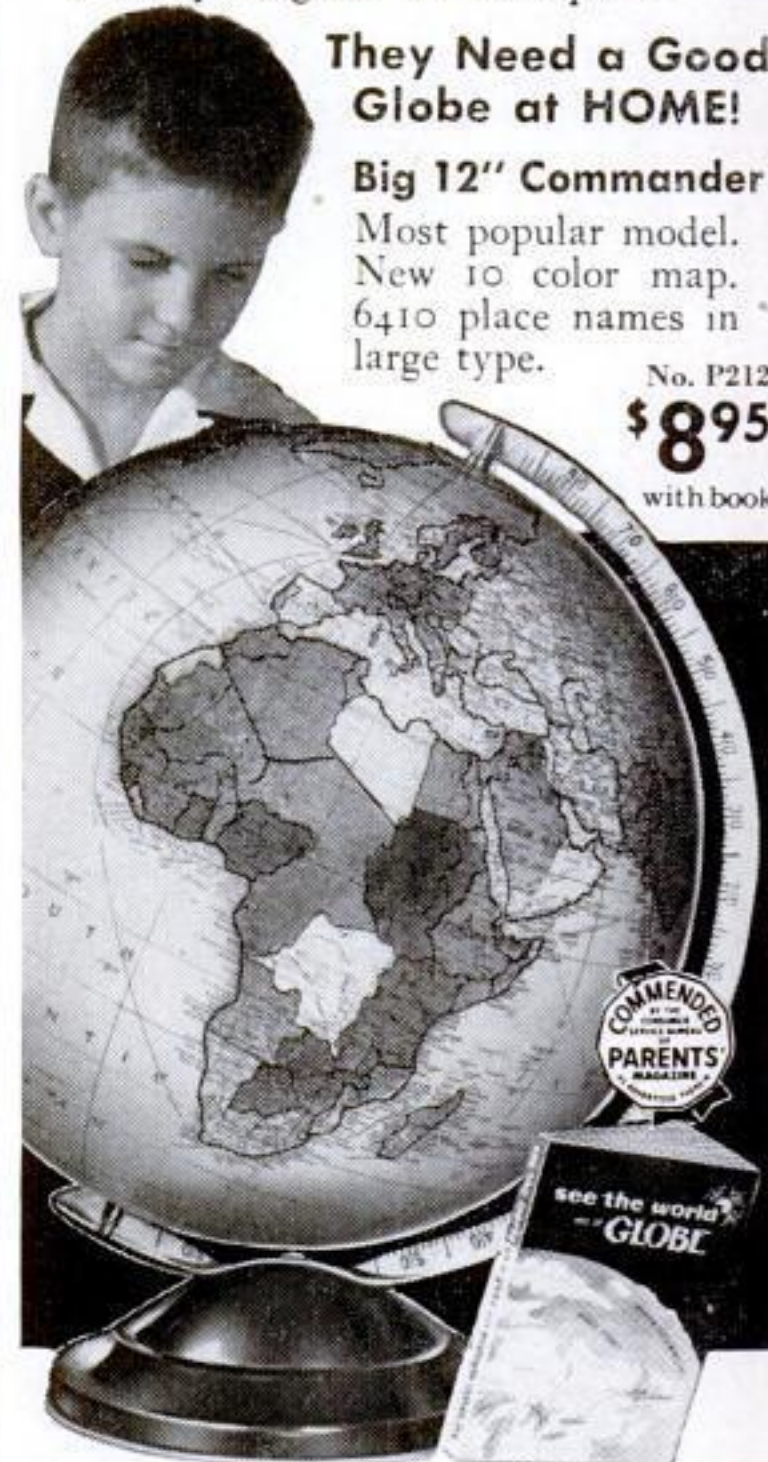
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New 10 color map.  
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Please send our family the exciting 12-page Global Quiz Game. Also pictures of your globes in full color, and name of nearest dealer. (No obligation.)

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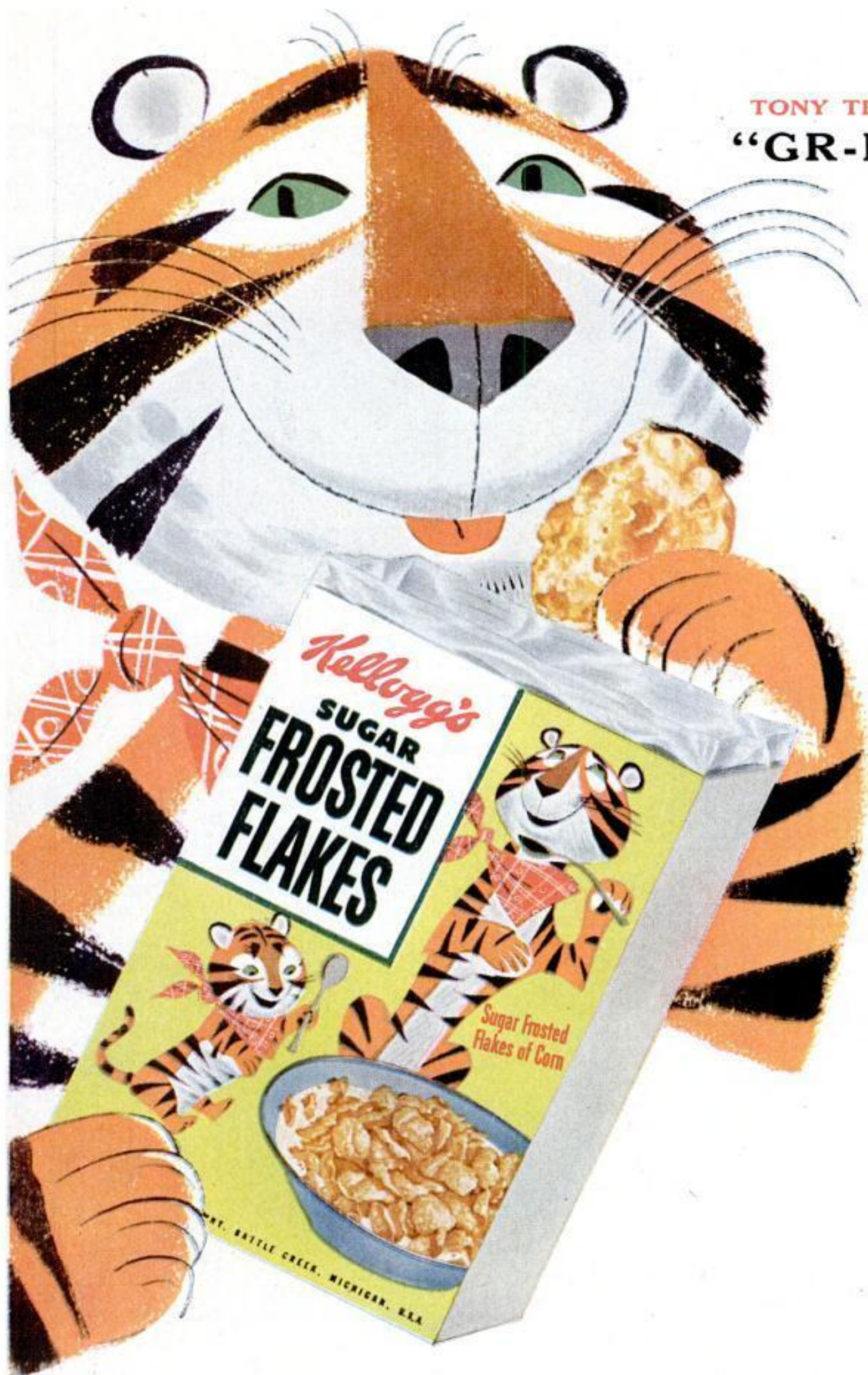
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Smoothie ties, bows, vests sold at leading stores.  
Mfd. by A. Schreter & Sons, Baltimore 1, Md.







TONY THE TIGER, SAYS  
"GR-R-REAT!"

# NEW from Kellogg's of Battle Creek

The biggest, sweetest thing that ever happened in cereals. Big, crisp flakes—sparkling all over with Kellogg's secret sugar frosting. Really, folks, their flavor is so deliciously different that we doubt whether even the Greeks had a word for it—unless it was GR-R-REAT!

*Kellogg's*  
**SUGAR FROSTED FLAKES**





# SPEAKING OF PICTURES ...



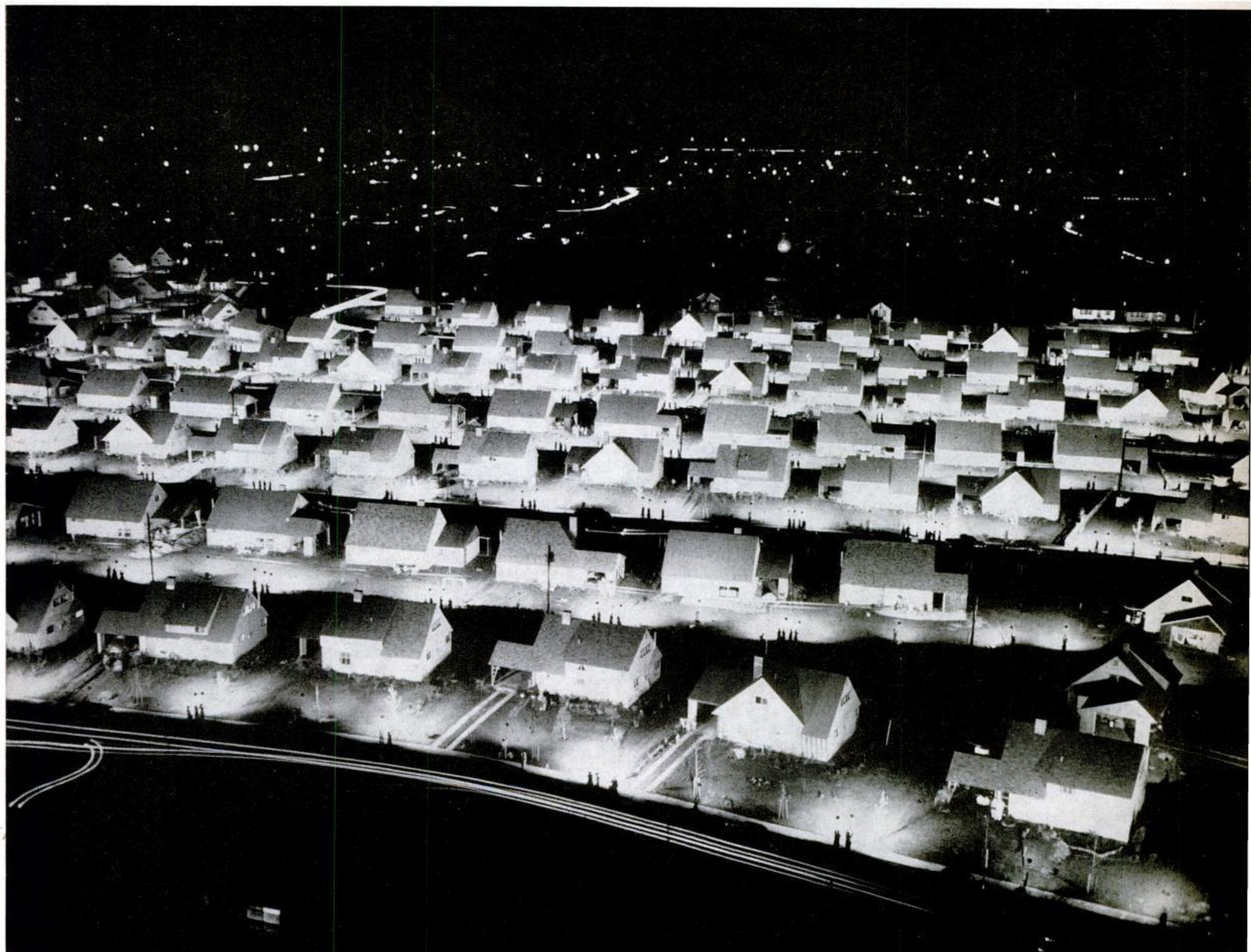
IN SUCCESSFUL DEMONSTRATION 1,060 FLASHBULBS ILLUMINATE CHICAGO'S BIG MUSEUM OF SCIENCE AND INDUSTRY AS FIREWORKS DECORATE THE SCENE



## FLASHBULBS POP FOR BIG STUNTS

As an engineer set off more than a thousand flashbulbs and illuminated the stone facade of the Museum of Science and Industry in Chicago one evening last month, the spectacular scene on the opposite page was simultaneously snapped by 4,500 photographers invited for the occasion—the greatest number ever to shoot a picture at the same instant. This stunt was the fifth in a series put on by Sylvania Electric Products, Inc., world's biggest manufacturer of flashbulbs, to dramatize after-dark photography. Sylvania, which supplied bulbs for the similarly complicated multiple-flash pictures shown here, is on the lookout for even more ambitious projects but has already reluctantly turned down as hopelessly impractical the idea of lighting up the Grand Canyon.

**UNDERGROUND BEAUTY** of Carlsbad Caverns was lit by 2,400 bulbs, most ever used in one shot.



SUBURBAN COMMUNITY, LEVITTOWN, N.Y., WAS PHOTOGRAPHED BY REPEATED TIME EXPOSURES AS CREW, MOVING PAST HOMES, FIRED 1,489 FLASHBULBS



# NEW

# MARY PROCTOR **Hi-Lo**® IRONING TABLE ADJUSTABLE

*No strain!*



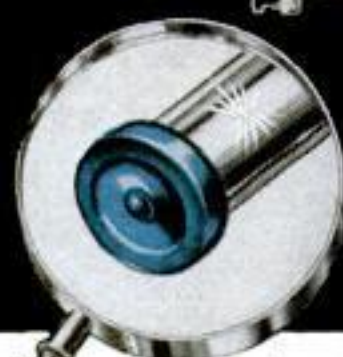
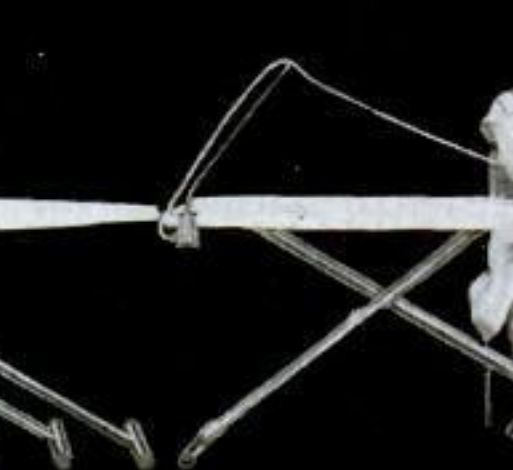
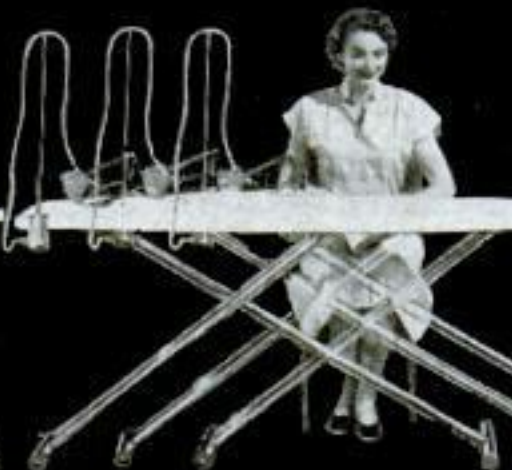
You can stand and iron with ease, at the height that's right for you—from 24 to 36 inches high.

Or, sit and iron in relaxed comfort, at the only table designed to make sit-down ironing really practical.

Raise or lower table. Counter-balanced top moves with fingertip ease, and locks automatically.

Most stable table made. Front foot automatically adjusts to uneven floor. No wobble at any time.

*No stretch!*



Only table that rolls on wheels, so there's no need to stretch and strain to use entire table top.

You shift table with ease to use tapered point of table. Wheels on rear foot will not scratch floor.

Slip dresses over tapered point with easy comfort. Press on any part of the top, a Proctor table won't tip.

Notice the knee room, like sitting at a desk. No stretch or strain for you. Wide table top for easy ironing.

*No carry!*



Counter-balanced top. Close table at a touch of the latch. It's easy to do.

Top gently folds down as legs close up. No jerking, tugging or lifting for you.

Roll table to storage. Nothing to carry. Table folds to a flat 3½ inches.



Ventilated top for cooler ironing... won't sag or warp, it's pleated steel.

■ BEAUTIFUL CHROME LEGS

RETAIL PRICE  
**\$14.95**

Windsor model available at slightly higher price.



## EASIEST, SAFEST IRONING TABLE TO USE or your money back

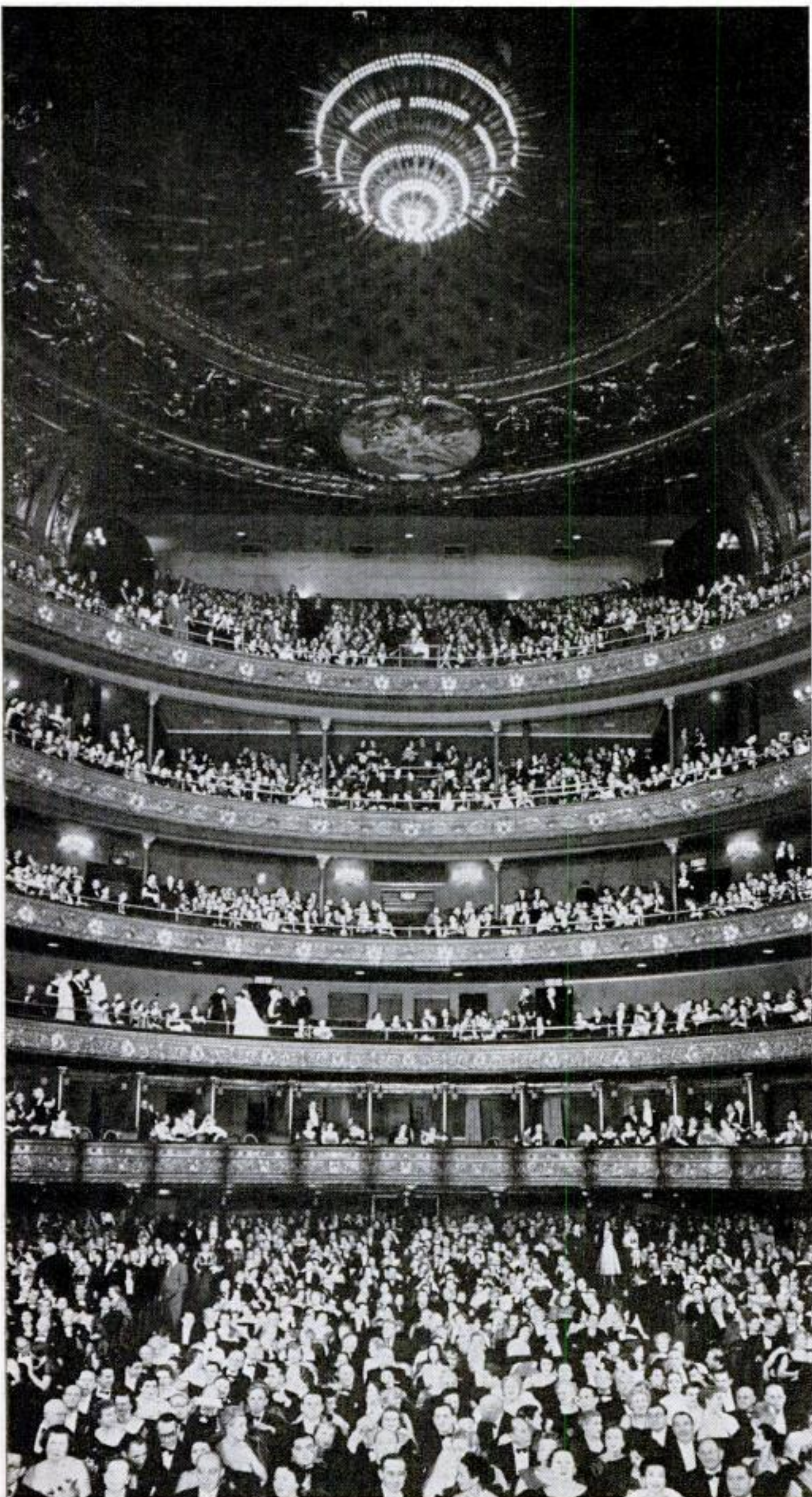
So easy to use it is recommended by doctors, used in Cardiac Kitchens. It's the only ironing table built to the specifications of the American Heart Association's Heart of the Home Program. See it at your Proctor dealer now! Get yours! Sit down and iron in relaxed comfort. This table is guaranteed to please you or your money back.

# PROCTOR

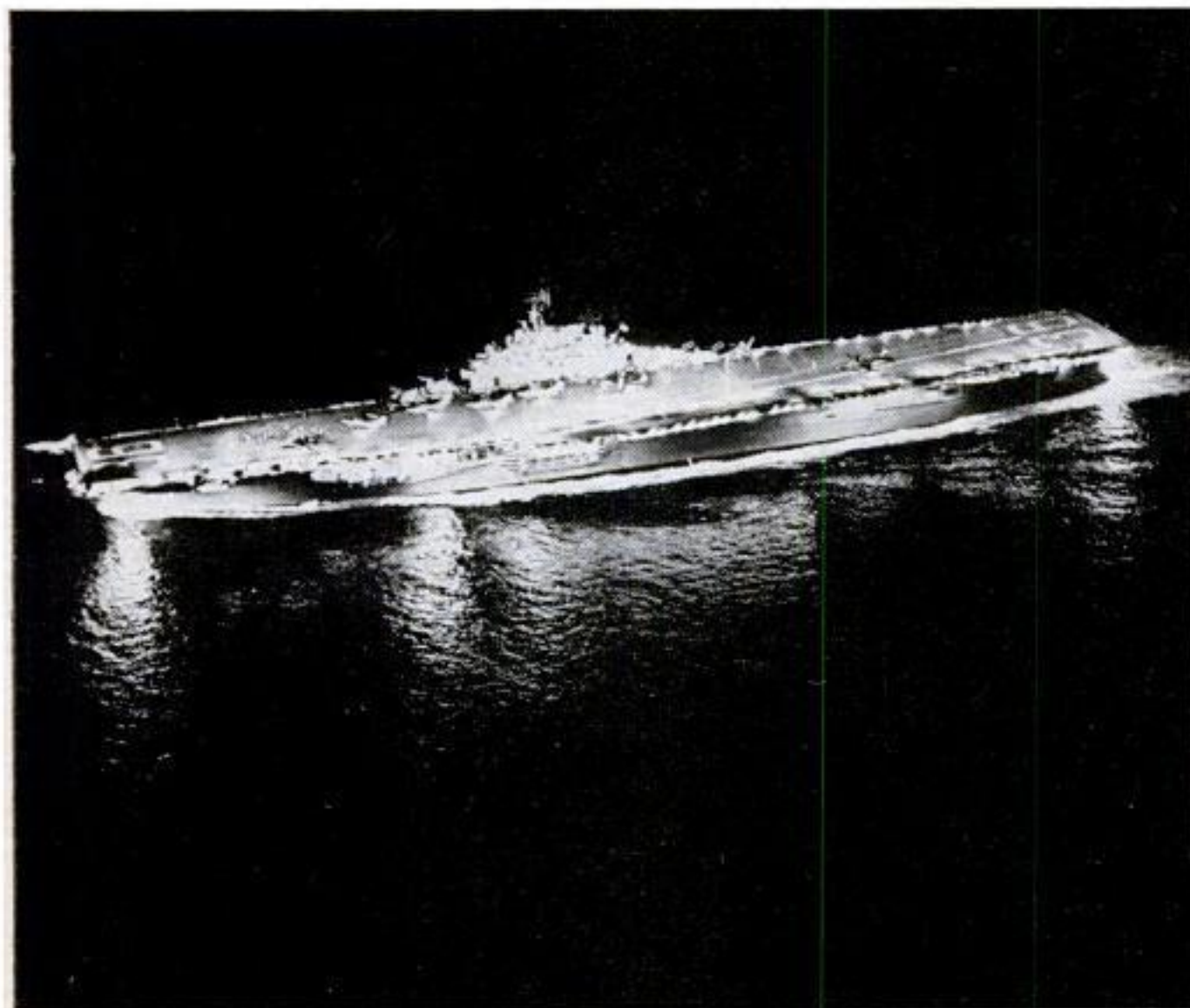
THE APPLIANCE NAME YOU CAN TRUST

Proctor Electric Company, Philadelphia 40, Pa.





METROPOLITAN OPERA HOUSE opening-night audience, returning to seats before the second-act curtain, was photographed from cameraman's position on stage. This and the other black and white pictures shown were originally shot in color.



AIRCRAFT CARRIER, the U.S.S. Antietam, was lit by 800 flashbulbs mounted on the ship and photographed as a jet fighter cleared the deck (left). Picture was taken by camera mounted in a blimp, but radio impulse from carrier tripped its shutter.

# ORDER YOUR MARY PROCTOR Hi-Lo<sup>®</sup> IRONING TABLE FROM ADJUSTABLE ANY OF THESE FINE STORES

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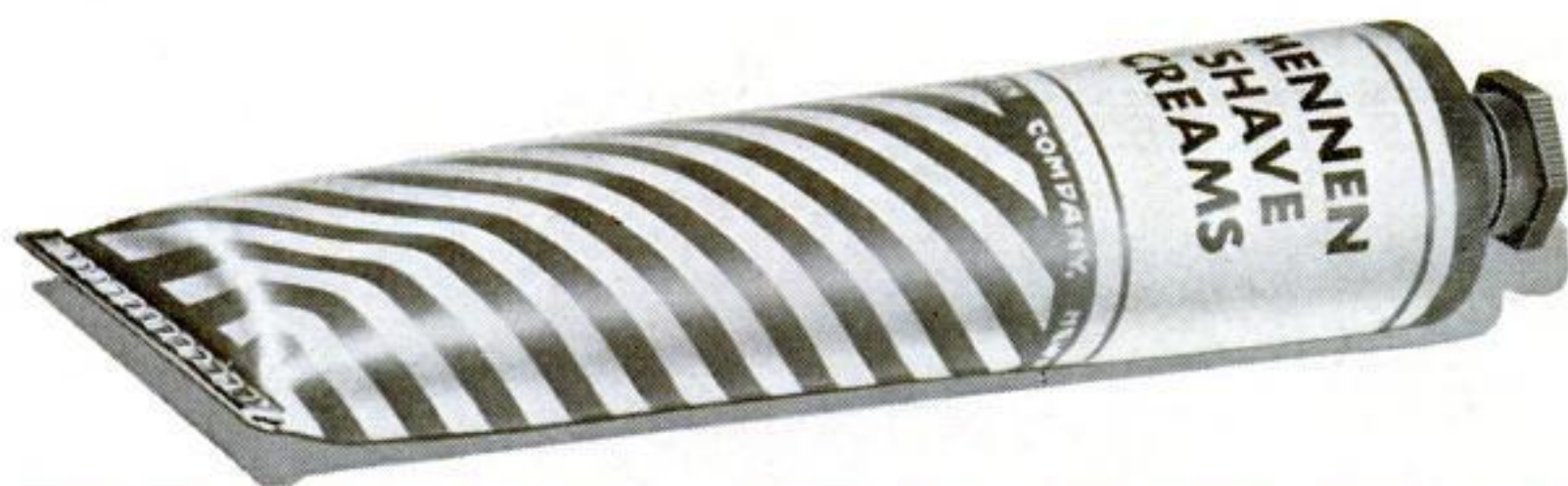
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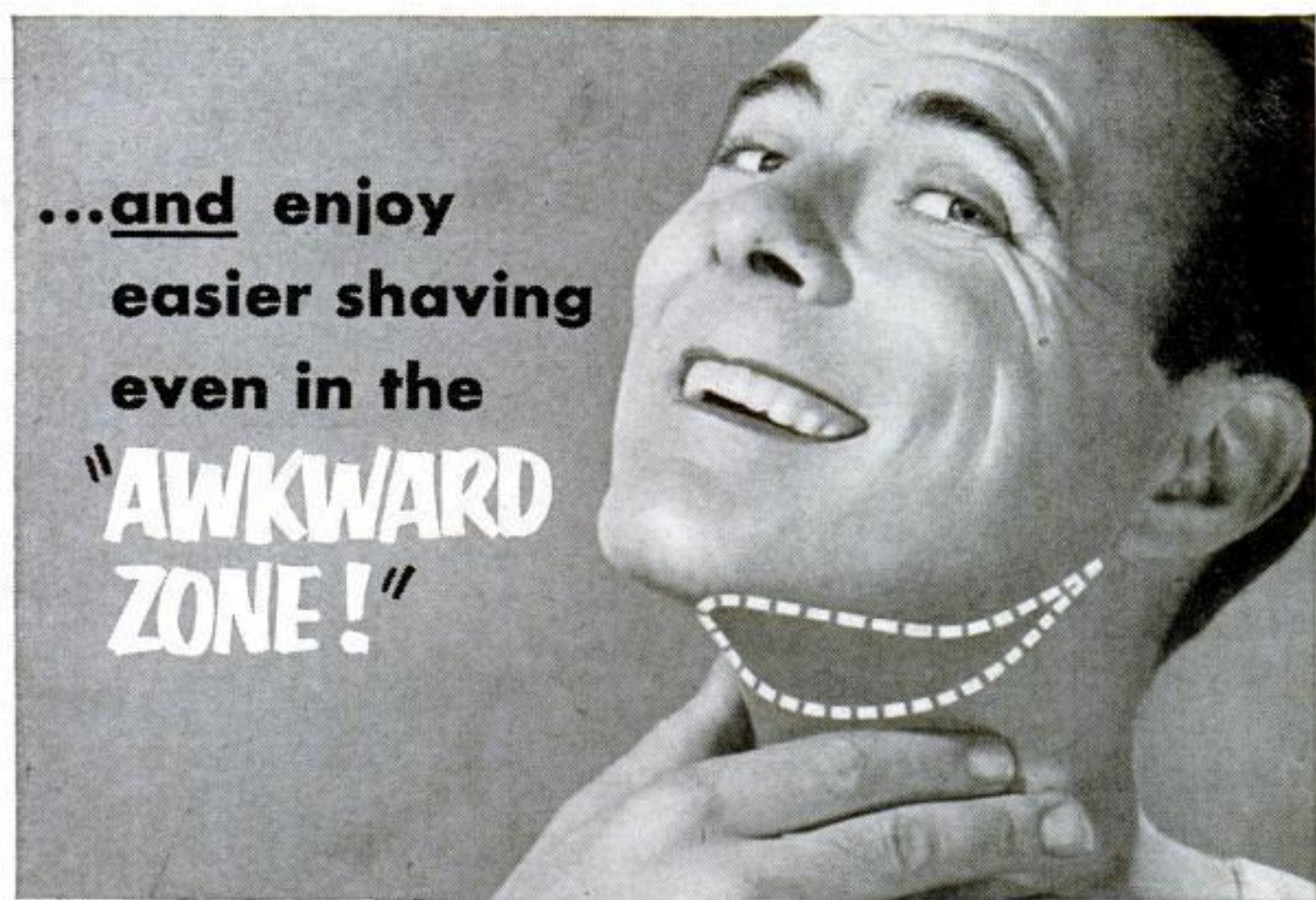
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*Over-Indulge*  
REMEMBER—

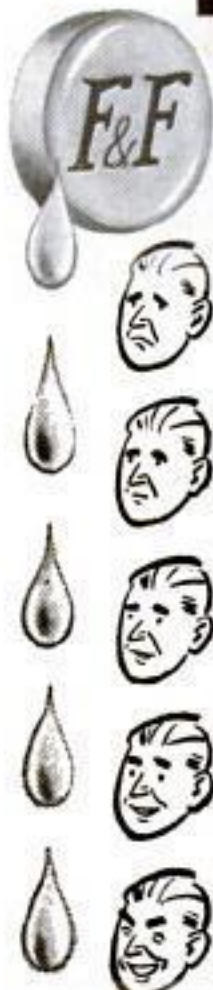
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SETTLE  
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All of us over-indulge at times. Wouldn't be human if we didn't. But too much rich food or taking an extra drink often means acid indigestion with its upset stomach or heartburn. Phillips' Milk of Magnesia Tablets quickly neutralize the excess acid, settle an upset stomach—get you to feeling your old self again in record time. And Phillips' Tablets are as pleasant to take as candy mints. Handy pocket tins of 30 tablets only 28¢.

## cough F&F COUGH LOZENGES relief STARTS



Racked by coughs\* due to colds? Allow a strongly medicated F&F COUGH LOZENGE to melt on your tongue—swallow the medication. Repeat four times. What a difference.

## in 5

F&F stimulates natural secretions, helps moisten "DRY THROAT". Soothes sore areas, reduces irritation. F&F LOZENGES cover throat with real medicine. Get some today and feel better.

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THE WARMEST JACKET IN THE WORLD  
FOR ITS WEIGHT...and the longest wearing

Nylon...stitched with Nylon...lined with warm Nylon fleece! No cold, wind or rain can penetrate! Weather-tight, *warm and light*, washable, Anti-Freeze ruggedly resists fading, even staining! **22.95.**

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Only Frigidaire's brilliant

# "Porcelain Pair"

gets clothes so clean—saves so much time and work!



Frigidaire Automatic Washer—the only washer with cabinet and tub finished in rust-proof Lifetime Porcelain.

Frigidaire Filtra-matic Electric Dryer—the only dryer with both cabinet and drum finished in Lifetime Porcelain.





### The Frigidaire Automatic Washer with Live-Water washing gets *all* the dirt from *all* the wash



Here's the washin' member of a wonderful work-saving team—the new Frigidaire Automatic Washer. Just set a dial to wash—and that's that.

Live-Water washing takes over. Sends hot water and cleansing suds surging through every fiber of every piece. They're thoroughly washed without scrubbing by harsh metal parts. Then, even while clothes are washing—

### The exclusive Float-Over Rinse goes to work!

Out comes the dirt! It floats up, out, and away from your clothes, along with the suds and used wash water. And again during the rinse cycle all soil is whisked away! No trapped dirt ever drains back through *your* clean clothes. Here's another reason why you'll get the cleanest, brightest washes you ever saw... and with no work!



### Damp-dries more thoroughly than any other washer



Automatically, Frigidaire's super-fast Rapidry Spin whirls out far more water than any other washer. And without damage to any garment or fabric. In a matter of minutes clothes come out light, easy to handle—many ready for immediate ironing. Then, of course, the Frigidaire drains itself, cleans itself, shuts itself off. Your hands never touch water.

### Safe for miracle fabrics, too!

Thorough washing and rinsing, even suds distribution, water temperature control and flexible operation make Frigidaire ideal for all fabrics, from cotton and wool to Dacron and Orlon. Your most delicate things are safe!



### Frigidaire's matching Filtra-matic Dryer not only traps lint—but reduces moisture in the drying room

Here's the dryin' partner of your "Porcelain Pair". It dries your wash electrically, to soft fluffiness—just by touching a dial. Everything comes out sweet-smelling just as you want it—damp-dry for ironing, or bone-dry for storage. *Better* than sun-dried, because colors won't fade!

And it's all done for you automatically. No more ropes or pins, no poles. No tugging, heavy lifting or stretching. No more weather worries, either! It's always a sunny day when you own a Filtra-matic Dryer.

### The magic Filtrator—newest boon to drying

You can install your Frigidaire Electric Dryer 'most anywhere—upstairs or downstairs, in house or apartment. Because the exclusive Filtrator traps lint, and reduces moisture that would otherwise escape into the drying room—and does it without the usual unsightly venting or costly plumbing.



### All porcelain—where it counts!



There's an old saying that more dryers rust out than ever wear out. That's because they are continually exposed to moisture. For added protection as well as for appearance, Frigidaire finishes both cabinet and drum in rust-proof Lifetime Porcelain—and it's so easy to clean! Just a swish of a damp cloth keeps your Filtra-matic Dryer looking beautifully new-bright for years.

### Both 120 and 220-volt models

If your home is not already equipped with a 220-volt line—don't worry. Frigidaire makes a 120-volt Filtra-matic that operates off ordinary house current. Ask about both models at your Frigidaire Dealer's.

### Don't be a "hot-water waiter"—end that nuisance now!

A Frigidaire Electric Water Heater gives you all the hot water you need for dishes, showers, washes—but quick! Radiantube Heating Units sit right down *in* the water—heat *only* water. And it *stays* hot, thanks to extra-thick insulation. Economical—automatic. No fuss. Choose from upright or tabletop models, 30 to 80-gallon sizes. All covered by Frigidaire's famous 10-Year Protection Plan.



### Iron in sit-down comfort—in half the time!

Here's the "smoothie" on the team—the Presto-Matic Ironer. Exclusive Foot Control stops, starts with a toe-tap. Selective Heat Control provides proper ironing heat for any need. Open-end Sag-Proof Roll takes tiny hankies or double sheets—turns them out with professional finish. And you'll iron the entire wash in half the time of old methods. Sound good? It is!



**Forget old-fashioned washday miseries!** Your old washer may be the down payment that brings you new leisure. Let your Frigidaire Dealer tell you the whole story. Look for his name in the phone book's Yellow Pages, or write Frigidaire, Dept. 2176, Dayton 1, Ohio, for free information. In Canada, Toronto 13, Ontario.

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Built and Backed by General Motors

Enjoy Arthur Godfrey's daytime show on TV or radio. On Saturday afternoons, see General Motors "TV Football Game of the Week." Consult local papers for time and station.





Suede-lined dungarees and overalls  
with matching shirts and jackets.



Look for the informative  
Qualitag that guarantees finest fit  
and quality at low price.

it's autumn time...

it's Blue  Bell time!

Everyone looks well in casual clothes by Blue Bell! They're smartly styled,  
fine fitting, long wearing—a complete line for the entire family.

All *scientifically* sized, Sanforized, suds-fast—high in quality,  
low in cost. (And good news! Electronically *vulcanized double knees*  
will actually outwear the rest of those boys' dungarees!)

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# THE ENGLISH SENTENCE . . . A NOBLE THING

Usually this page is devoted to explaining some points of journalistic interest about the contents of the issue, about the photographers and the authors whose work appears in LIFE. So, as we begin publication of Sir Winston Churchill's sixth volume of World War II memoirs (pp. 80-104), the good news from Stockholm gives us a fine opportunity for providing some insight into the writing background of LIFE's Nobel Prize-winning contributor.



SIR WINSTON MAKING SPEECH AT MARGATE



which to weave the narrative of great events.

Another characteristic of Churchill's writing is how much there is of it. "I think by the time I was 25 years old," he once said, "I had written nearly as many books as Moses." Actually in addition to his voluminous newspaper and magazine writings Sir Winston has compiled 33 books over the past 55 years, about seven million words. Writing, in fact, has been his biggest source of income.

Perhaps the most characteristic quality of Churchillian prose is the magnificent sweep of its rolling English. Sir Winston attributes his command of the language to the fact that at Harrow his deficiencies in the classics and mathematics forced him to stay in one form for three times the normal length of time. "But I was taught English," he says. "Thus I got into my bones the essential structure of the ordinary English sentence—which is a noble thing." While his style may be attributed not only to his love for the sentence but also to his wide reading in the Scriptures and William Shakespeare, he credits Novelist Daniel Defoe with the technique of presentation used in his war memoirs. In his *Memoirs of a Cavalier*, written in the 18th Century, Defoe employed an individual soldier's account as the thread around

by LIFE editors who have come in contact with him, including Daniel Longwell and Gene Farmer (*below*), is the painstaking scrutiny to which the author submits his own work. Churchill makes as many as five major revisions in his copy, and we continue to get minor corrections and changes right up until press time. But

however much he may admire the Churchill technique the reader—or editor—never ceases to be amazed by Sir Winston's power to exalt or dismiss, to electrify or move to tears with a few simple words. Speaking just two weeks ago to his party at Margate (*above*), he displayed his characteristic eloquence when he said, "If I stay on for the time being, bearing the burden at my age, it is not for love of power or office. I have had an ample feast of both."



LONGWELL AND FARMER WITH CHURCHILL

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big-screen value!*  
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IN HOWELL COUNTY, MO., GEORGE NEWCOMB POURS MOLASSES ON HAY

Vol. 35 No. 17

# LIFE

October 26, 1953



IN CASS COUNTY, MO., BENSON SHAKES CROP—RAGWEED—FROM SHOES

## MOLASSES ON THE HAY...

## ... RAGWEED IN THE SHOES

## ... AND A PRESIDENT WHO IS WORRIED

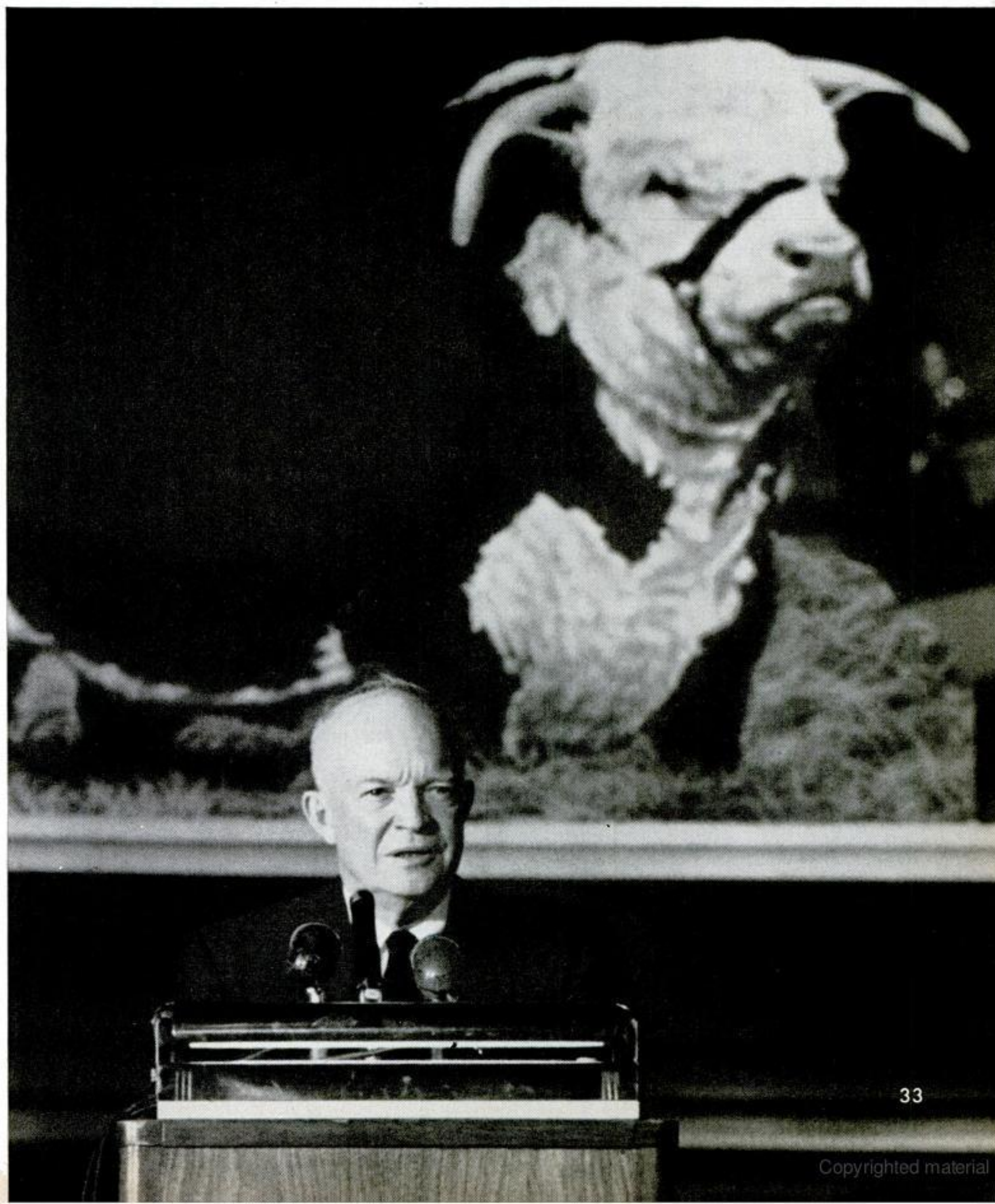
There were strange sights on the farmlands of the Midwest and Southwest. Farmers, out of feed, were sweetening sour old hay to make it palatable for cattle. The Secretary of Agriculture shook from his socks the only flora flourishing in the stricken fields of Missouri. Senate and House agriculture subcommittees were touring drought areas trying to find the meaning of and the answer to a problem that had grave economic—and political—implications.

The farmer's present plight had been fashioned by grim partnership of man and nature. Those who suffered fell into two classes. There were the growers of grain and feed in the states like Missouri and Kansas. Though prices of their crops had fallen, they still had the benefit of government loan supports. But the drought had left them practically no crops on which to get loans. Then there were the cattlemen, who in the past have gone without supports with profitable results. But now beef prices have been cut by 33% and pastures have dried up. They must either sell their steers at a loss or buy feed which is prohibitively high because of government supports.

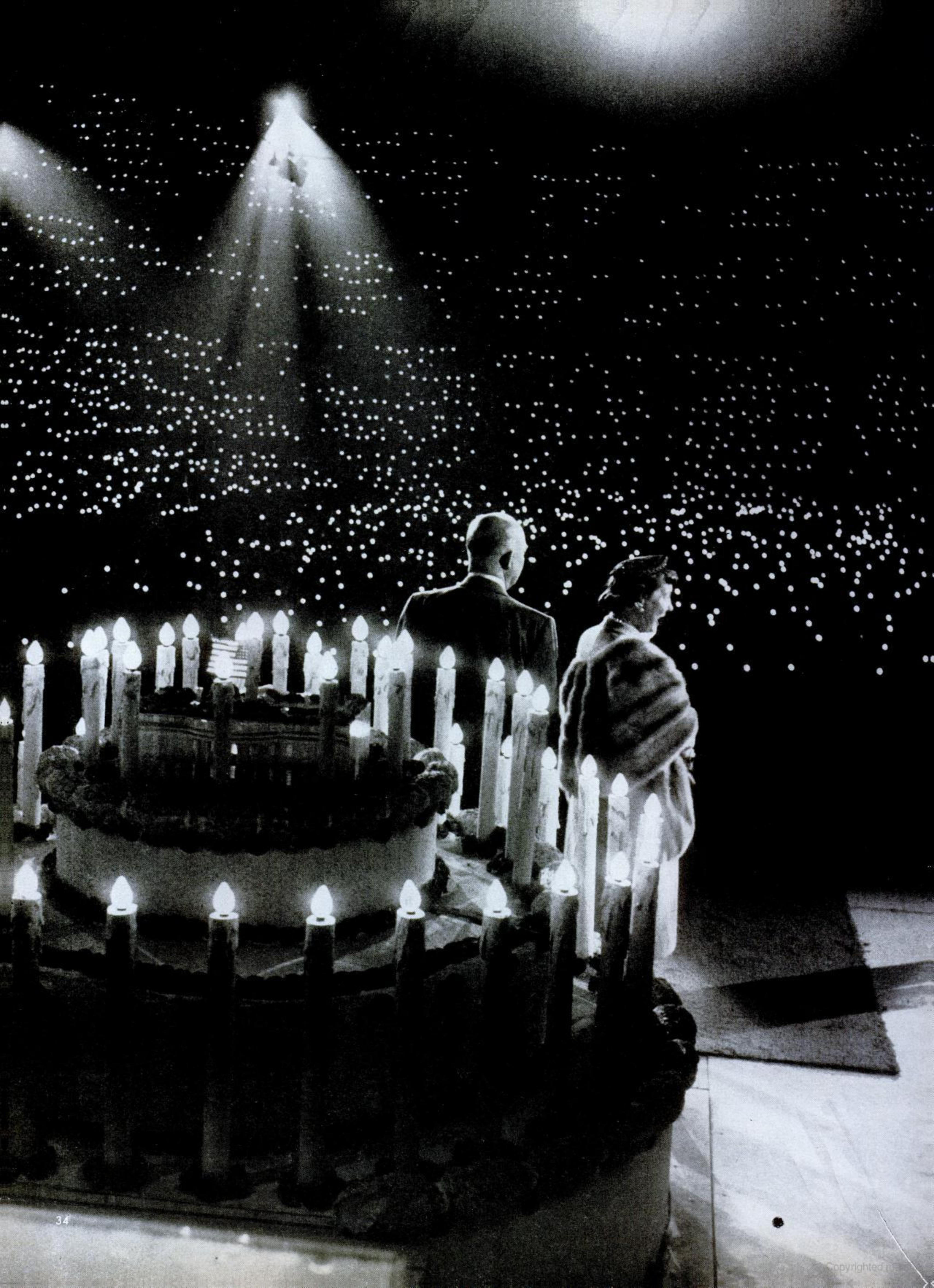
No one had an easy solution but it was natural to turn to the government, which had been involved in farm economics for years. The cattle ranchers talked as if they now wanted price supports. Secretary Benson pointed out that storage space for meat was short and hoped that the nation could eat its way into higher beef prices. Though emergency aid was forthcoming, it was not enough. In Wisconsin the farmers flexed their muscles and delivered a sharp rebuke to the Administration (p. 35), flushing a chorus of congressional yelps for Benson's scalp.

The days immediately following found the President and the Secretary in Kansas and Missouri inspecting conditions and earnestly seeking counsel.

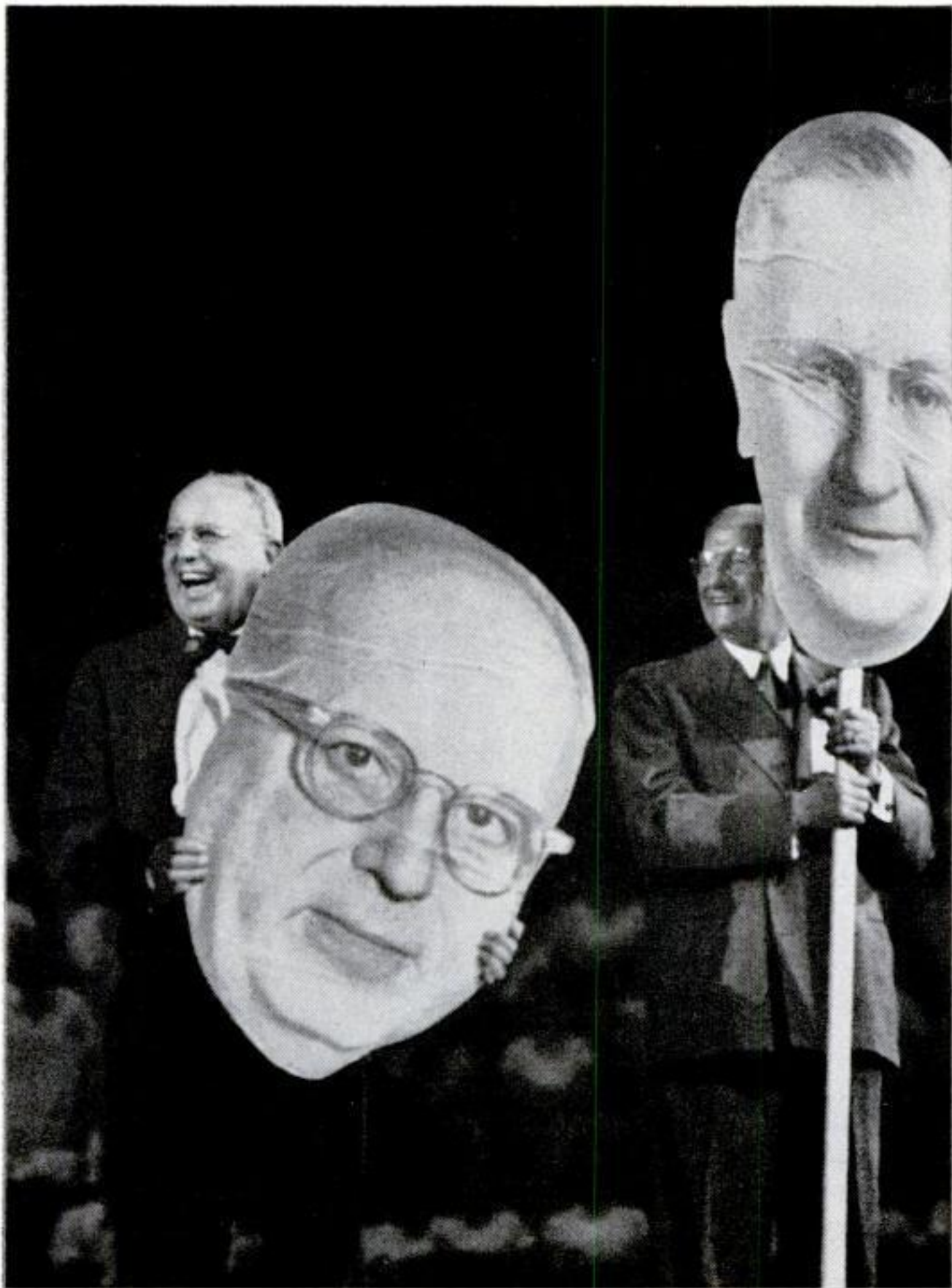
**SOLEMN PRESIDENT** tells American Hereford Association in Kansas City, Mo. that he feels welfare of the cattle farmers is the welfare of the U.S.











**HUGE HEADS** were carried by political leaders at Hershey party. Governor Fine (left) let the photograph of his head fall off pole, had to hold it in hand.

## HIGH JINKS IN HERSHEY...

The day before he reached 63 the President went to an outsize birthday party in Hershey, Pa. There were 9,000 Republicans in the stadium to join him in a fried-chicken box lunch. There were 6,000 who paid \$100 apiece to eat roast beef and watch him drink soup and coffee in a tent. And 6,500 crowded the hockey arena at left for ice cream and cake, for some songs directed by Orchestra Leader Fred Waring and for a chance to see the President and his wife ride around in a shay and cut a piece of real cake out of a nine-foot wooden one. Everybody in the rich farming country around Hershey seemed to be having a wonderful time. But from another slice of farming country (below) bad news was on the way.



**CAMPAIGNER** Ezra Benson, the Secretary of Agriculture, came to Wisconsin to assure farmers that the Administration is watching out for their interests.



**HUGE TENT** provided by Ringling Brothers was used for \$100-a-plate dinner, which raised over \$500,000 for Republican 1954 congressional campaign fund.



**VICTORS** gather round Lester Johnson, new Democratic congressman from Wisconsin's Ninth District. He made Benson one of chief targets in campaign.

## ... BUT WOE IN WISCONSIN

The Ninth District of Wisconsin had never elected a Democrat to Congress, and in this fall's special election the Democrats claimed no great hopes of getting their candidate, Lester R. Johnson, in. They would consider it a moral victory, they said, to get 35% of the vote. But in an act of calculated political anger the Ninth District farmers elected Johnson. He got 57% of the vote against a man who based his campaign on support of Eisenhower. Some Republican leaders professed to believe that there was a Catholic vs. Lutheran issue, but most of them conceded privately that the defeated candidate was probably mostly right when he said "the farmer and laboring man are displeased with this Administration's policies."





**STRANDED ROWBOAT** sits on dried up Sugar Lake, Mo., once a good fishing lake. Farmers were forced to haul water from spring branches for their cattle.



**EMPTY SEATS** dominate the schoolroom in a farming community of Highland, Mo. Families of most of the students had deserted their farms for the cities.



**STRIPPED SAPLINGS**, from which cows have eaten all the reachable leaves, stand in brushland in southern Missouri. Field beyond is unsown for lack of rain.

## STRICKEN LAND, SOMBER FACES

No rains came, and the land lay seared and scabrous under the hot skies. School enrollments in the farm areas fell, as many farmers fled with their families to the cities to seek an unfamiliar living operating machines. Those who stayed turned to the trees to feed their hungry cattle, which trailed ax-wielding farmers around and pounced eagerly on the leaves as trees were felled. In Missouri, the worst-hit state, a bitter joke went the rounds—the farmer was cutting fodder for his cattle and winter wood for himself, both at the same time. To drought-stricken areas in 13 states the federal government sent cheap-priced emergency feed to help the farmer but delivery was woefully slow. The farmers angrily jammed the hearings held by touring congressmen wearing “I like full parity Ike” buttons. “We aren’t about to go back to the no-bathroom farm,” a farmer’s wife shouted. Violently the congressmen turned on Secretary Benson as the handiest scapegoat. Addressing a convention of the Future Farmers of America in Kansas City, Mo. (*opposite page*) the President warned against “the fanciful notion that work is a thing of the past,” conceded that “the price support principle must be a part of any future farm program” and besought time to work out “a solidly based, comprehensive farm program.”



**GRIM FACES** in the farm country reflect the drought and price crisis. From left, a farmer’s wife waits at a railroad siding in West Plains, Mo. for distribution of government feed for her husband’s cattle; rancher attends an auction in Amarillo, Texas of cattle which were sold months early because of feed shortage;

a farmer waits in line at a government office in West Plains to check his shipment of emergency feed; a man who moved off his impoverished farm reports for work in a Missouri shoe factory to run a heel-buffing machine; a farmer sounds off at a hearing of a Senate agriculture subcommittee held in Springfield, Mo.







# THE DAM AND THE DICTATOR

## WHERE'S THAT TURPENTINE?

Readers whose self-helpful impulses are stimulated by the story on pages 139-142 about the house you build yourself may be interested in a letter we got while preparing it. It came from the Brotherhood of Painters, Decorators and Paperhangers of America, Local No. 260, Great Falls, Mont. They want the world to know that they oppose everything that smacks of "paint-it-and-paper-it-yourself." Says their letter, "Statements such as 'painting is fun'—'is easy' . . . are nothing less than an insult to all of the members of the Brotherhood. . . . Manufacturers, dealers and others who . . . encourage the use of the tools of the professional painter and paperhanger by the home owner will be considered as being unfriendly."

Instead of saying how their dark threat will be enforced, the Brotherhood defends it with one plausible argument: "many home owners, who are deceived by the absurd claims, find out when it is too late that they have messed up and depreciated their property." Anybody who has tried to get his painting done by amiable neighbors and free beer knows there are indeed hazards in such short cuts. Painting is *not* easy and the painter is worth his hire. But is that a reason for obstructing the efforts of manufacturers to make it easier? Making work easier has been the whole trend and purpose of American industrial development. The Brotherhood would be well advised to get its foolish and reactionary policy off the track.

Let it cultivate instead the enormous market of sedentary types whom no amount of technical progress or advertising could ever induce to mount a stepladder.

After years of binational negotiation and co-operative engineering, the great \$50 million Falcon Dam was ready for joint dedication this week by the President of the U.S. and the President of Mexico. A joint product of the good will, brains, brawn, money and materials of two neighboring nations, Falcon will enrich the lives of both Americans and Mexicans who live in the Rio Grande Valley by bringing them electric power and irrigation. Because it will directly affect masses of people, and not merely diplomats and protocol, the dam is a model of inter-American relations at their best.

But what of our relations with the rest of Latin America which, with its 156 million population and its resources, is both a stake and a factor in the struggle between the free and slave civilizations in the world today? Britain has sent naval vessels and troops to British Guiana to suppress what our Department of State calls a "threat to the security of the hemisphere" by the "international Communist conspiracy." In Guatemala (*LIFE*, Oct. 12), just to Mexico's south, the official government newspapers have followed the Communist line by accusing the U.S. of waging bacteriological warfare in Korea; and the Guatemalan government, though not Communist itself, does little or nothing to keep the Communists in its midst from running wild.

One way to judge the health of any country is by the condition of its press. A fortnight ago the Inter-American Press Association, meeting in Mexico City, warned against an "ominous trend to legislate freedom of expression out of existence" and listed the following 10 countries as offenders: Argentina, Bolivia, Brazil, Colombia, Cuba, the Dominican Republic, Nicaragua, Paraguay, Peru and Venezuela. In the majority of our sister republics that standard character in Latin American political drama, the Strong Man from the Army, is ruling, with varying degrees of force. In only five countries—Mexico, Uruguay, Costa Rica, Chile and Brazil—can self-government be called working.

Within the last fortnight, John Moors Cabot, our Assistant Secretary of State for Inter-American Affairs, made two speeches—the first in Boston, the second in Washington—which were considered expressions of the Latin American program the administration is about to adopt.

In the Boston speech Cabot assured our Latin American neighbors that they can expect a continuance of both public and private assistance from the U.S., including know-how instruction under the Point Four Program. He also warned his fellow countrymen that if the U.S. is to maintain friendly relationships with its Latin American neighbors "we must buy what they can produce." Both these pronouncements were admirable.

The nearly \$23 million in technical aid we are giving Latin America this year directly affects its people: no matter what his political leaders may roar about Yankee Imperialism, ask a farmer down there who has been cured of malaria by American medical skill how he feels toward the U.S. Our government granted 135 official scholarships in Latin America last year, but thousands of its students came here to study on their own resources. All this is to the good, as is anything that intermingles the people of North and South America.

Cabot's Washington speech however was something else again, for it indicated that our Department of State is already playing, or is about to play, patty-cake with President Juan Perón of Argentina. "In today's world," Cabot said, "Argentine and United States interests coincide far more than they clash. Logic and common sense point to the course we should take."

Do they indeed? Juan Perón is an old Mussolini worshipper, and there is evidence that he and his wife, the late Evita, were on the Nazi payroll during World War II. In 1946, by demagoguery, election fraud and muscle, he took over the government of his country, completely suppressing civil liberties, and he has bullied his Latin American neighbors ever since, heading an anti-U.S. bloc. To obtain his ends Perón's history shows that he will play ball with anybody including Communists. Last April in Buenos Aires, when his fascist mobs were burning libraries and headquarters of the opposition including the arch-conservative Jockey Club, not one Communist pamphlet was disturbed, not one Communist got his hair mussed. No Communists are rotting in Argentine jails as are countless opponents of the dictatorship. Lately, though, Perón's second Five Year Plan hasn't been going at all well. Shortly after Milton Eisenhower's visit last July Perón's congress passed a Foreign Capital Bill permitting 8% profits annually, and his newspapers abruptly stopped screaming about Yankee Imperialism. Last Tuesday, in a soapy filmed interview on NBC-TV, Perón said, "In my opinion, of all the countries, and especially the American countries, the United States deserve my deepest respect, my strongest affection."

It is fitting and proper that our Department of State maintains correct diplomatic relations with every Latin American country including Perón's. Our government is bound by solemn treaties of nonintervention in the political affairs of our southern neighbors. But if we embrace Perón the true friends we have in Latin America are bound to turn cynical; it will only lend encouragement to dictators and would-be dictators. What we gain in Argentina we are sure to lose elsewhere tenfold.





## DOOMED—WITH ONLY FOUR MINUTES LEFT

The military regime in Egypt held a secret trial and condemned Mahmoud Sabry, 59, to be hanged as a spy for an unnamed foreign power. The pro-government press gleefully reported that he had once been known as "King Sabry" when he was a labor trouble shooter

for the British army forces stationed in the Suez Canal zone. But, with only four minutes left of his life he was a broken whimpering man held by a guard when a Moslem sheik giving religious comfort clasped his hand and prayed for him as he was being led away to the gallows.





IN BELGRADE RAGING YOUTH CLAWS AT THE AIR



YUGOSLAV COPS MAKE AN EFFORT TO HOLD BACK RIOTING BELGRADE DEMONSTRATORS MARCHING

## THE TROUBLESOME TERRITORY OF TRIESTE

Trieste, the "Typhoid Mary" among European cities, flared up again last week, raising nationalist fevers in Belgrade and Rome, upsetting Washington and London and spreading its international contagion all the way to Moscow. The latest trouble stemmed from Oct. 8 when the U.S. and Great Britain, taking a radical step to cure seven years of chronic dispute, announced they would withdraw from Zone A and turn its administration over to Italy, leaving Zone B to Yugoslavia which already occupies it.

Italy, still groaning over the mandating of the whole 285 square miles

to the U.N. in 1947, received the news with delight. Romans paraded, newspapers crowed and Premier Giuseppe Pella announced his cabinet's "unanimous pleasure," though denying "any abandonment of Italian claims on Zone B." (Zone A includes the city and most of the people; Zone B takes in most of the land area.) But Marshal Tito, who was reported to be in private agreement with the deal, exploded. Mobs, obviously with official encouragement, poured into the streets of Belgrade, chanting "Trieste or death." They got out of hand and stoned the U.S. and

SINCE FIRST CENTURY STRATEGIC LOCATION HAS MADE TRIESTE PAWN OF MANY NATIONS



**THE ROMANS**, first invaders of Trieste, fortified city in First Century B.C., then built this temple to their Emperor Augustus south of the port.



**VENETIAN WARS** found Trieste raiders carrying off Venetian brides. Fact that Venetians later took the city forms original basis for Italian claim.



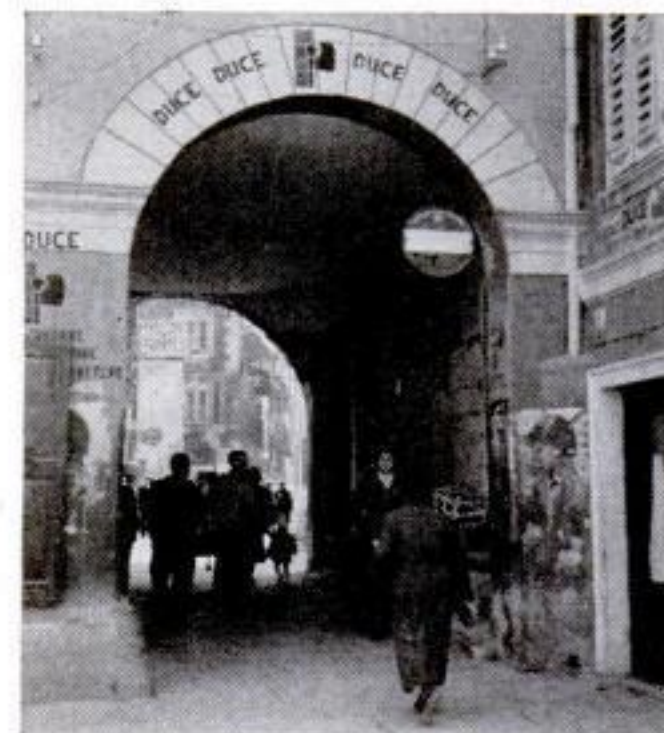
**THE SLAVS** came into the region, probably from the east, around 600 A.D. after collapse of Roman Empire. By 17th Century Slovene peasants who lived in area north of Trieste had developed a culture of their own. In the Trieste area today the Slavs form a minority of the population, about 74% of which is Italian.



**ITALIAN SABOTEURS**, fighting the Austrians in World War I, ruined train rails in Gorizia, north of Trieste on the present Italo-Yugoslav border.



**VICTORIOUS ITALIANS** took over in 1918. Here Trieste's first Italian mayor welcomes *bersaglieri* (infantrymen) who bring church offering for Austria's defeat. Trieste had been bait in secret pact under which Britain and France got Italy to desert Austria and Germany in 1915 and fight World War I on their side.



**THE FASCISTS** plastered up their blurbs for Mussolini everywhere in Trieste. They treated Slav minority badly, tried to stamp out its language.





ON THE ITALIAN LEGATION. THE CROWD WAS YELLING, "WE SHALL GIVE OUR LIVES BUT NOT TRIESTE"



IN TRIESTE PRO-ITALIAN WOMAN JEERS AT POLICE

## STIRS UP BIG NEW INTERNATIONAL RUCKUS

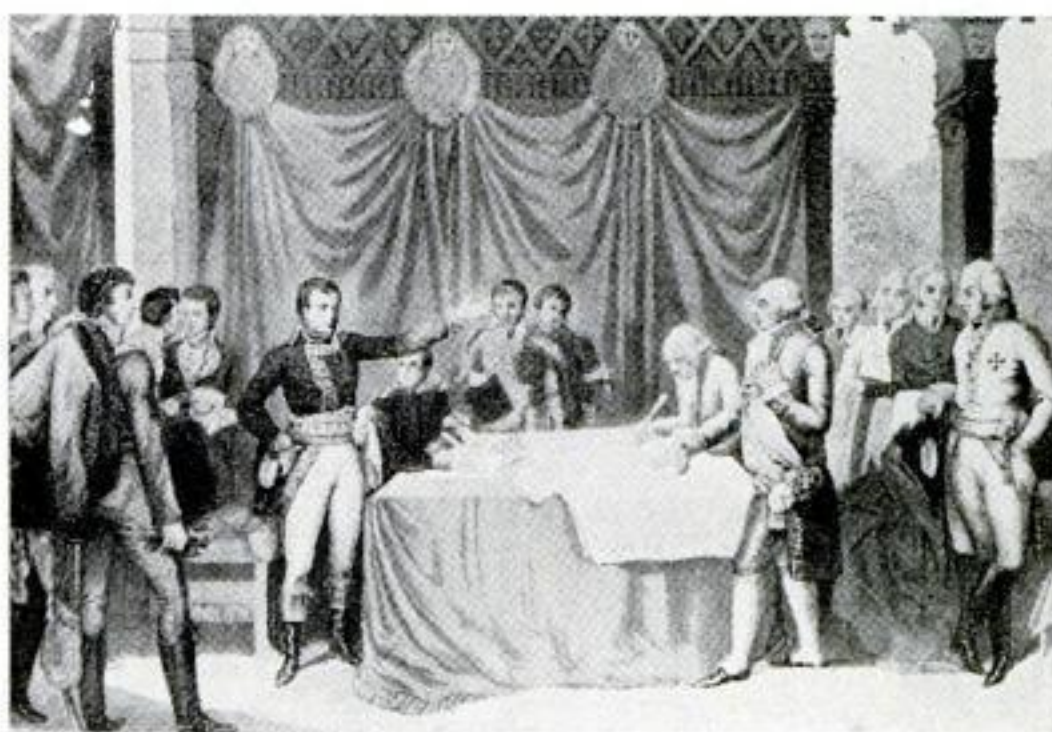
British embassies, attacked the U.S. Information Service offices, broke windows, mauled an American employee. Tito tried diplomacy, talked of war. Rejecting the Big Two decision, he demanded a four-power conference (including Yugoslavia and Italy) to review it. In a tougher mood he vowed "no peace in this part of Europe," threatened to throw out any Italian troops entering Zone A and sent his best tanks (U.S. Pattons) rumbling up to the border. Even Trieste itself, which ordinarily sits out Trieste crises calmly while others battle, began to get excited. Pro-Italian

and pro-Yugoslav mobs prowled the streets and brawled when they met.

The U.S. and Britain were betting that Tito would cool off, but then Moscow butted in, urging a 1946 U.N. plan to choose a governor and set up Trieste as a U.N. state. Angrily rejected by Tito himself, the suggestion got nowhere. Meeting in London, Secretary of State Dulles and the British and French foreign ministers agreed to stand pat. But in the U.N., despite U.S. complaints about "Red shenanigans," Moscow succeeded in getting a new debate on Trieste on the Security Council agenda.



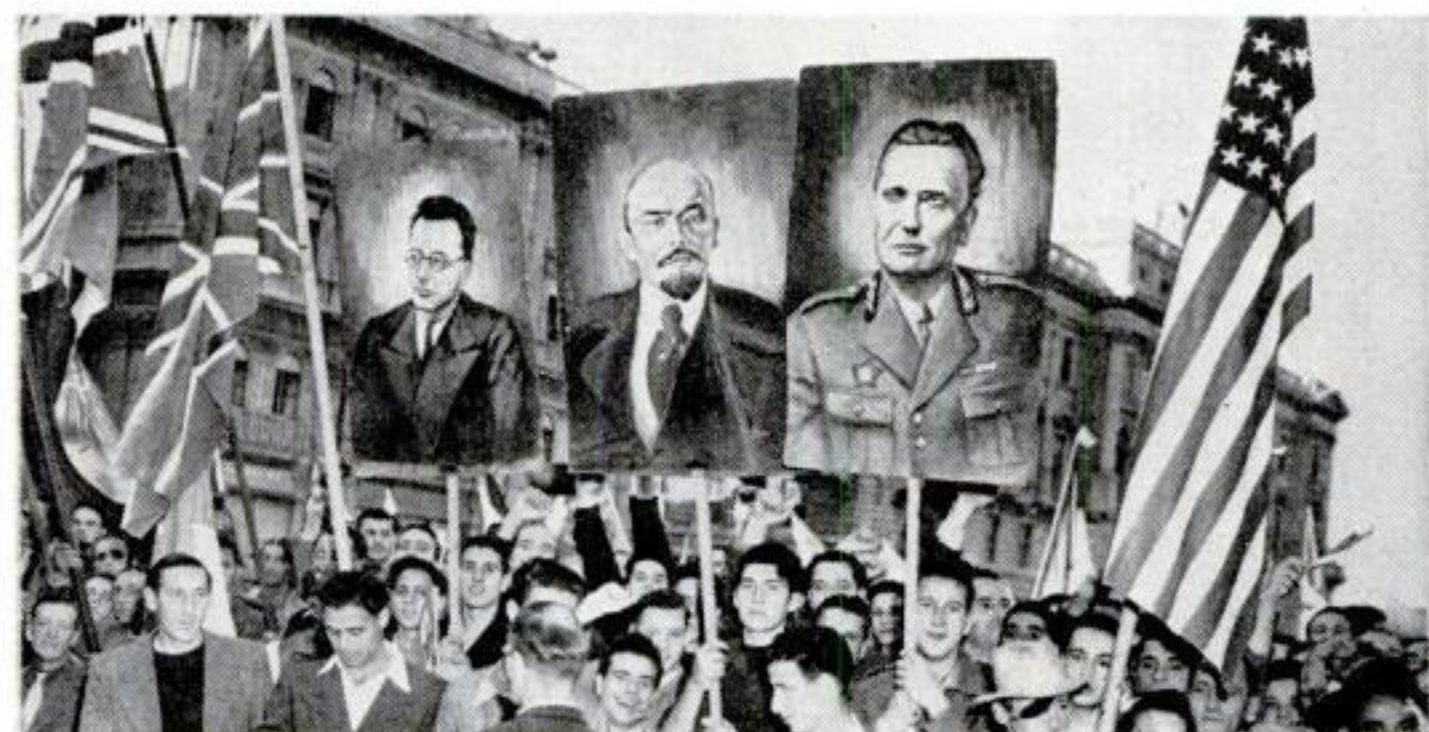
**THE AUSTRIANS** took over the controversial city in the 18th Century when this picture of its important harbor was engraved. Trieste under Austria was an imperial "free port." Given considerable autonomy its commerce thrived.



**THE FRENCH** ruled Trieste under Napoleon, shown (his arm outstretched) at Treaty of Campo Formio in 1797. Here he allowed the Austrians to keep nominal control but took it away after crushing them at Battle of Wagram in 1809.



**AUSTRIAN BENEFactor** Baron Bruck, spurred Trieste growth. Having ceded city to France, Austria got it back as Napoleon's power waned.



**THE COMMUNISTS** were hailed as liberators in 1945 by Trieste Slavs, carrying Allied flags, portraits of Togliatti, Lenin, Tito. At first Italy's Red boss, Togliatti, favored Tito claims, which embarrassed him in Italy. When Yugoslavia broke with Russia, he opposed Tito, called for internationalization of whole area.



**ENDURING TRIESTE**, called Trst by modern Yugoslavs, shows no scars of the hundreds of battles it has caused since the days when Caesar knew it as Tergeste. Seen here from 14th Century Church of San Giusto, city runs down from the foothills of the Karst plateau to extensive docks on the Adriatic waterfront.





**A DARING PRO-ROMAN**, ignored by glum cops (left), scales iron grill to plant flag of Italy above portal of Trieste's city hall. Acrobat, with student

supporters, performed feat when both pro-Italian and pro-Yugoslav mobs broke in on demonstration which demanded complete independence for Trieste.

## Trieste CONTINUED



**ITALIAN FLAG** flies from tower of the Cathedral of San Giusto in Trieste, raised by a high school demonstrator who welcomes Italian rule of his city.



**BELGRADE "FUNERAL"** and the "mourners" are burying TRUST, designation worn by U.S. soldiers and meaning "Trieste United States Troops."



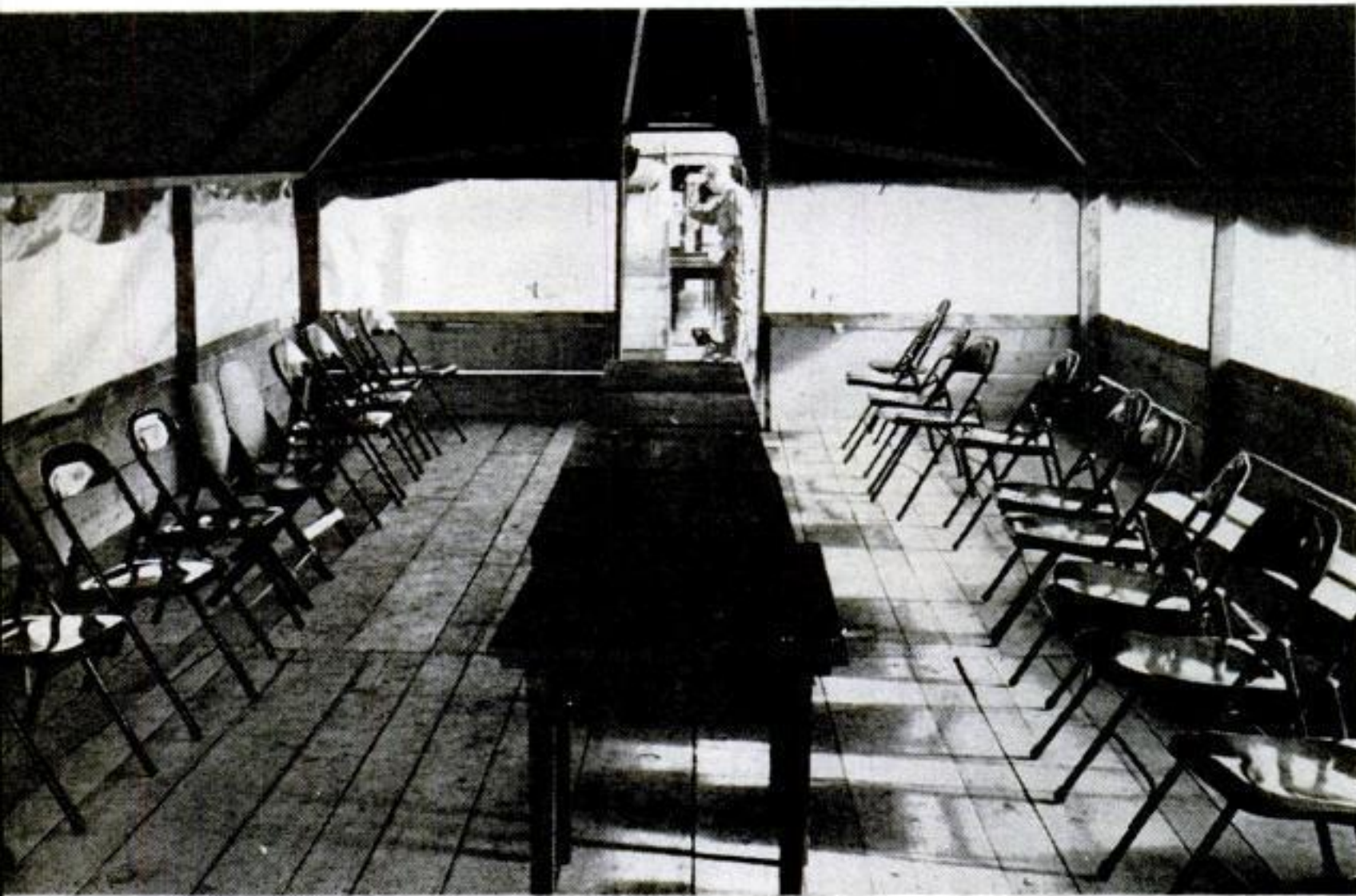
**U.S. LIBRARY** in Belgrade is guarded by police after mob broke windows, scattered books, assaulted embassy employee (right) but left flag still flying.





U.S. DIPLOMAT WILLIAM KING GETS  
PUFFED EYES AND A BLOODY NOSE  
FROM THE RIOTERS OF BELGRADE





EMPTY INTERVIEW-HUT AWAITS UMPIRES, EXPLAINERS, UNWILLING PWs

# A PRISONER'S DOOR TO FREEDOM

His case shows how Red persuasion fails in Korea

by JOHN OSBORNE

PANMUNJOM, KOREA

The prisoner who walked into explanation tent No. 8 at 2:35 p.m. on Oct. 17 was the third Chinese who had come in. The first two, like most of the 430 who were to hear Communist explanations on this day, had stalked to the center of the tent and at the very start had begun to curse the explainers, the Indian chairman of the repatriation commission panel and the Communist interpreter.

There was something about this prisoner which seized attention. Perhaps it was simply that he was quiet. Whatever it was it caught the special attention of the chief of the three Chinese explainers, a lean man with a flat but attractive face. He had managed an air of supreme boredom while the two previous prisoners of the day shouted their scorn and their preference for "Taiwan, Taiwan." Now, as the Indian chairman intoned smooth assurances that the prisoner had nothing to fear, the chief explainer sat erect. So, following his lead, did the two younger Chinese at his right and left and the North Korean officer who perched silent throughout the afternoon at the extreme right of the Communist row.

The chief explainer spoke in the Szechuan dialect: "Now you have a free choice to return to your peaceful life in the homeland. We know that you have heard much lying from the United Nations Command."

The prisoner said, "Only Mao Tse-tung is the big liar."

The chief explainer's wide mouth parted in a friendly smile. "You do not mean to say that," he said.

Another of the explainers sitting at the chief's right, a young man with a broad open face, leaned forward and said, "After your absence of two years I am so glad to see you. I welcome you home."

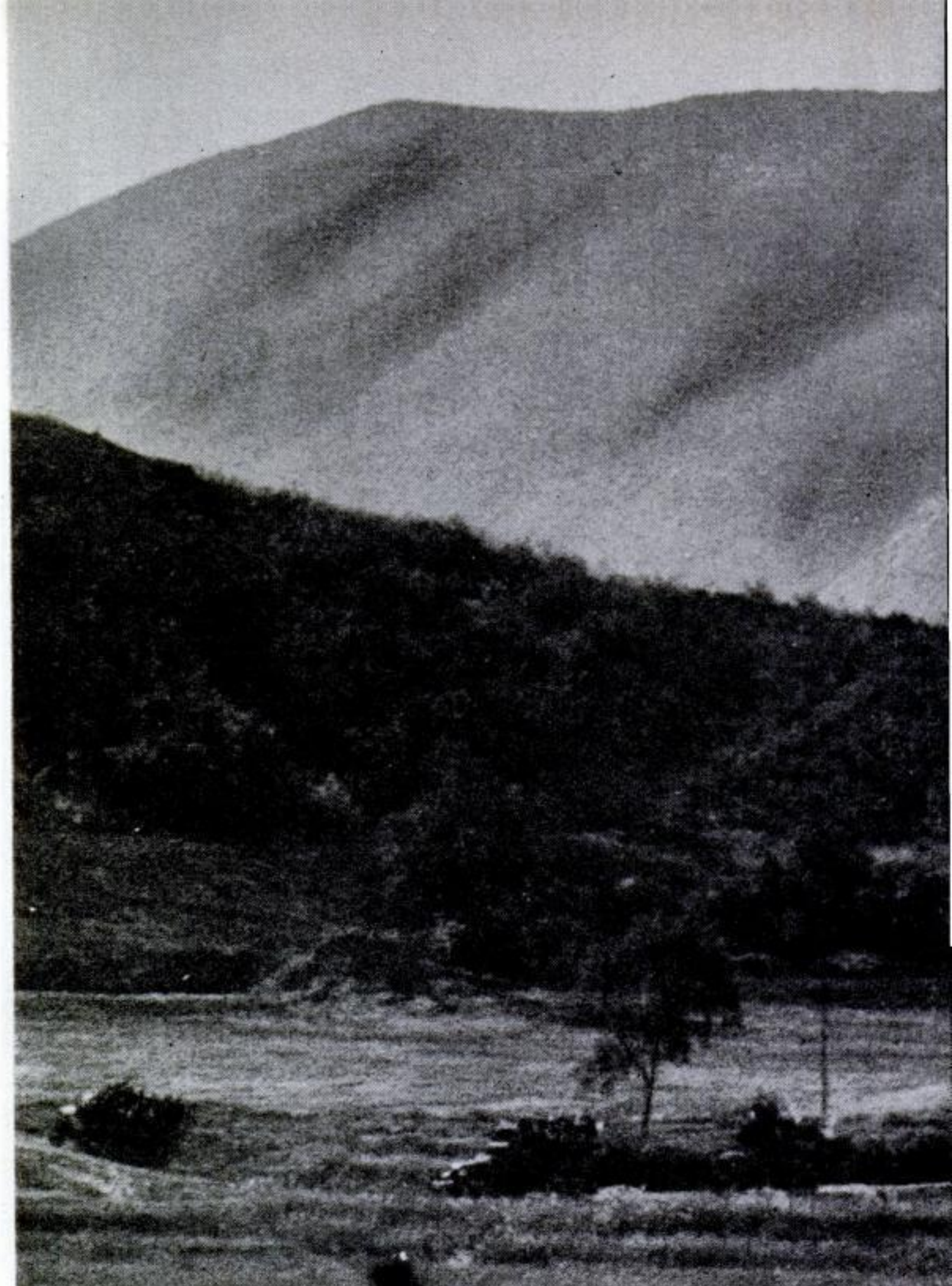
The prisoner hunched in his chair. His left hand, until then resting over the right hand in his lap, jutted toward the explainers as he said, "I am not going to return. You people are Number One liars."

Now the dark eyes of the chief explainer seemed to come alight. He gazed straight at the prisoner, as if he were examining an unusual laboratory specimen. But for the moment he left the talk to a younger explainer on his right. "You must understand," said this young man, "that your family and your friends are waiting for you."

The prisoner had turned away again and was staring over the Swiss officer's shoulder as he said, "I choose to go to the free."

The third explainer, the youngest of the three, now intervened. He was a boy in his 20s, with metal-rimmed spectacles which seemed about to fly from his nose. "Is it true that you get only half a bowl of rice to eat?"

"I do not mind half a bowl of rice," the prisoner said.



EXPLANATION-BOUND AT LAST AFTER DELAYING SEVEN HOURS, CHINESE

The young explainer in the spectacles beat his right hand softly on the table. "We understand," he said, "that you have been coerced, that you have been threatened."

"Shut up," the prisoner said. His hand waved in the now familiar gesture, palm toward his foes. "Shut up. I do not want to talk to you."

The chief explainer tugged at the arm of the young Chinese in the spectacles and smiled his wide friendly smile.

"What you have said a moment ago," the chief explainer said, "is not what you meant to say. You said it because you have had a month of rehearsal in the PW camp."

The prisoner had risen from his chair. He stood, hands on hips, facing the chief explainer. "Shut up," the prisoner said. "I do not want to hear any more. I want to go to Taiwan."

The chief explainer sat back in his chair. "You do not mean that," he said. "Those are not your own words."

Once more the prisoner chopped his left hand. His voice had sharpened and risen. "Those are all my words," he said.

The chief explainer stared. "Do not say that," he said.

He paused deliberately, looking through the tent door to his left and to the prisoner's right. Prisoners who wanted to be repatriated to Communist China were to walk through that door. The door at the other end of the tent led back to their compounds and, they hoped, to Taiwan.

The chief explainer pointed to the Communist door and said, "If you want freedom, you go through that door."

The prisoner stepped toward the explainers. His Indian guards, two soldiers with wooden staves in their hands, moved closer. "That door," said the prisoner, "is the way to death. I am going to Taiwan."

The chief explainer thought for a long moment. Then he began again. "You must understand, we are loyal Chinese."

The prisoner took a quick step forward and slapped the table.

"Are you Chinese?" the prisoner demanded. "I feel ashamed for you. You are the running dogs of the Soviets."

The young explainer in the spectacles took over. "I can tell," he said, "that you are from Szechuan. I also am from Szechuan. How nice Szechuan is! I can see that you are of the age for a wife and children. They are expecting you there."

The prisoner's left hand chopped again at the explainers, palm toward them. "You speak of my family," he said. "You have killed them all." For the first time he was shouting.

He paused, and before the explainers could speak he seemed to spit





PWs ARE TRUCKED TO INTERVIEW AREA. NEARING ORDEAL WHICH EACH MAN MUST FACE ALONE, THEY WAVE ANTI-RED BANNERS, SING NATIONALIST SONGS

at them. "Communist bandits. Talk no more with me. I know all the tricks you sons of perverted turtles play." The chief explainer said again that the prisoner was only repeating what he had been taught to say at "forced rehearsals."

"Forced rehearsal?" lashed the prisoner. "That is only a specialty of Mao Tse-tung."

"Damn it, shut up," shouted the chief explainer. Then he said as if pleading, "You do not even try the freedom which we give you if you go through that door." The prisoner said, "I will go back to the mainland, and I will see you again. But not through that door."

The chief explainer lost all patience. He half rose from his chair, then sat down and slapped the table as he said, "You listen. We are going to be here a long time. If you do not listen to us we will have you back here again and again."

At this moment, 45 minutes after he had entered the tent, the prisoner was standing with feet wide apart, hands on hips. He said, "The way you talk to me is like the beckoning of death. Yes, we are homesick, but we are not going home to you sons of turtles. We will save you. You watch."

The chief explainer looked down at the table for a long time. Then he started again at the prisoner and said, "We will be seeing you again. We will be seeing you many, many times. By then you will regret that you chose to go home late."

"I will go to Taiwan," the prisoner said. "And I will meet you again on the mainland."

The chief explainer turned to the panel interpreter and spoke curtly through him, "The explanation at this time is completed."

The Indian chairman, Major Cranenburgh, took charge. He said, "If you wish to be repatriated you will go out this door," pointing, "and if you do not wish to be repatriated you will go out that door," pointing again.

The prisoner was baffled. He hesitated so long that Major Cranenburgh had to repeat the formula; and again, and yet again. "Taiwan?" the prisoner asked in a small voice. The explainer and his colleagues were alert, and they pounced. The prisoner, they said, was obviously uncertain. "Taiwan?" the prisoner asked again. The major announced that the prisoner could have five minutes alone to think it over. But the prisoner saved himself. He turned decisively toward the door through which he had entered. An Indian guard took his arm and walked him out of tent No. 8. In the two days of "explanations," 901 other Chinese had gone out this door to freedom. Only 19 wanted to go home to Communism.



DEFIANT CHINESE PWs DISPLAY THEIR NATIONALIST TATTOOS AND A FLAG →





BACK AT WORK AFTER A SIX-MONTH ILLNESS ANTHONY EDEN, WITH WIFE CLARISSA, WAITS TO MAKE OPENING SPEECH. HE RECEIVED PROLONGED OVATION

## THE TORY TROT

Good news and returned leaders  
set U.K. Conservatives dancing

Looking more than ever like the middle class it is growing to represent, the British Conservative Party gathered this month at the seaside resort of Margate for its annual conference. Though the Tory look is traditionally staid, this conference took on a gay air. After two years in office the Conservatives could congratulate themselves on many solid domestic accomplishments. Industrial production was

up 5%; dollar holdings had increased 800 million; employment was steady.

More important was the presence of Foreign Secretary Anthony Eden and Nobel Prize-winner Sir Winston Churchill (*p. 31*), back after long illnesses. With this to hearten them, the Tories grew unashamedly frivolous. Rolling up their trousers and dropping their dignity, they romped with unaccustomed abandon.



← **ROLLED-UP TROUSERS** are nonsensical note in contest for men improvised by the band leader.

**SQUATTING PARTNERS** featured men serenading ladies with: "If you were the only girl. . ."



# Thrilling Event!

## The day that Baby "graduates" to those good Campbell's Soups

You're learning to handle that spoon so nicely, Baby! Looks as if you and a good big bowl of soup are going to get along well together *always!*

Mother was so smart! When Doctor said you were ready for "growing up" food, she started you right off on Campbell's Soups. For she knew they are delicious and nourishing . . . that they

are made from fine ingredients . . . that they are pure and easily digested.

Yes, Campbell's Soups are mighty good for Baby . . . and for Mother, too! *Just try them and see!*

### FOR BABY WE SUGGEST THESE:

Tomato	Chicken with Rice
Vegetable	Chicken Noodle
Vegetable Beef	Cream of Celery
Vegetarian Vegetable	Beef
Beef Noodle	Green Pea
Cream of Asparagus	Scotch Broth

Campbell's Soups taste so good, you know they are made from carefully selected vegetables, fine meat stocks, tender meats and chicken. . . . Adding an equal quantity of milk is the ideal way to prepare these soups for Baby.

**Campbell's**  
**SOUPS**



CAMPBELL'S SOUPS ARE EATEN BY 4 OUT  
OF 10 YOUNGSTERS WHEN A YEAR OLD  
. . . BY 7 OUT OF 10 TWO-YEAR-OLDS

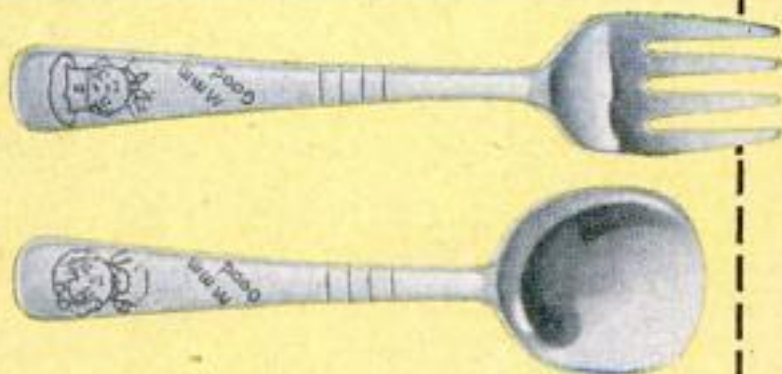


**SPECIAL  
OFFER**

U.S.A.  
ONLY

### New Design BABY SPOON AND FORK SET

Distinctive William A. Rogers quality silver plate by Oneida Ltd., Silversmiths, value \$1.75. Shapes approved by pediatricians. Cute Campbell Kids on handles. This pair sent postpaid for 2 Campbell's Soup labels and 50c (cash—no stamps). Get them for *your* baby! This offer expires January 31, 1954.



MAIL TO CAMPBELL SOUP COMPANY, BOX LL766, CAMDEN 1, N. J.  
Please send me \_\_\_\_\_ Baby Spoon and Fork Sets. I enclose  
50c cash and 2 Campbell's Soup labels for each set.  
(Please PRINT your name and address)

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_



Takes only 18 minutes! Costs only 9¢ a

# Spanish Rice

## How to make quick... easy SPANISH RICE PRONTO

Señoras fussed for hours—now you can fix Spanish Rice in minutes! This revolutionary new recipe uses only one pan—no baking! You add the Minute Rice right from the package. As it swells into luscious, tender kernels, it soaks up the savory tomato flavor. It takes on a beautiful appe-

- 1/4 cup bacon drippings
- 1 medium onion, thinly sliced
- 1/2 medium green pepper, diced
- 1 1/3 cups Minute Rice

Melt bacon drippings in skillet or saucepan. Add onion, green pepper and Minute Rice (right from the package). Cook and stir over high heat until lightly browned. Add hot water, tomato sauce and seasonings. Mix well. Bring

tizing color. In just 18 minutes, the fabulous feast is steaming on your table! Remember, it's a feat—a treat—no rice but Minute Rice can make! Such a bargain, too—only 36¢ to pamper a family of four. Try "Spanish Rice Pronto" tonight—you'll agree it's *magnifico*!

- 1 3/4 cups hot water
- 2 cans (8 ounces each) tomato sauce
- 1 teaspoon salt
- Dash of pepper
- 1 teaspoon prepared mustard (optional)

quickly to a boil. Cover tightly and simmer 10 minutes. Serve to 4 sure-to-be-pleased people. Don't forget—you must use Minute Rice to make this dish perfect and *pronto*!

## Look! Another MINUTE RICE Marvel 15-minute "Pick o' the Pantry" Suppers

Here's how to fix tempting, thrifty meals with food right out of pantry or refrigerator! Prepare 1 1/3 cups Minute Rice as directed on package. Heat 1 can condensed soup with 1/2 cup milk. Add 1 can tuna fish; season; heat. Serve *à la King* (pour sauce over rice); *Jumble* (mix sauce and rice); or *Casserole* (mix, top with buttered crumbs, brown under broiler). Use canned or leftover meat, poultry, sea food, eggs or cheese . . . use different soups . . . make *hundreds* of delicious combinations!



# serving! Wonderful new Pronto™

Amazing short-cut recipe uses only 1 PAN—gives this old-world favorite an out-of-this-world flavor!

The secret? PRE-COOKED **MINUTE RICE** with Tomato Sauce



## No Washing! No Rinsing! No Draining! No Steaming!

Only Minute Rice is pre-cooked to do away with work and guesswork! Just bring to a boil; turn off heat. Ready in only 10 minutes—*always* comes out snowy, fluffy, delicious! For perfect rice every time—get pre-cooked *Minute Rice*. Ask for the big economy package.

## DOZENS OF DELICIOUS VARIATIONS

...with meat, poultry, sea food—with cheese or leftovers



**Beef Spanish Rice.** Use recipe for Spanish Rice Pronto, browning  $\frac{1}{2}$  pound ground beef with the rice. New short-cut way to make this all-American favorite.



**Mushroom Spanish Rice.** Use recipe for Spanish Rice Pronto, browning 1 cup ( $\frac{1}{4}$  pound) sliced fresh mushrooms (or 4-ounce can of mushrooms) with the rice.

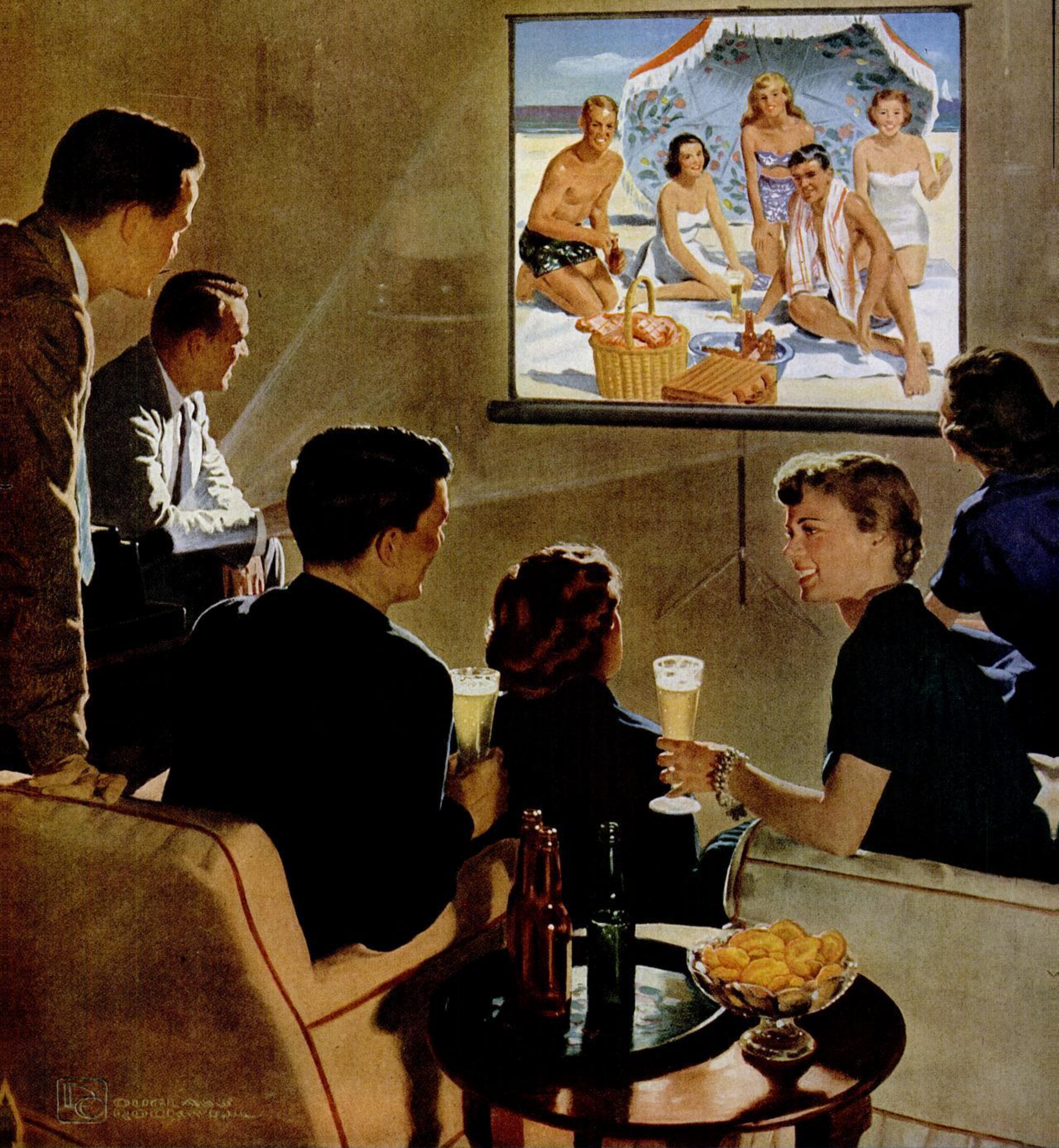


**Cheese Spanish Rice.** Make Spanish Rice Pronto as directed. Before serving, stir in  $\frac{1}{2}$  cup grated sharp cheese. Sprinkle another  $\frac{1}{2}$  cup grated cheese on top.



**Spanish Rice with Franks or Leftover Roast.** Use recipe, browning 4 sliced frankfurters—or 1 to  $1\frac{1}{2}$  cups diced leftover beef or pork—with the rice.





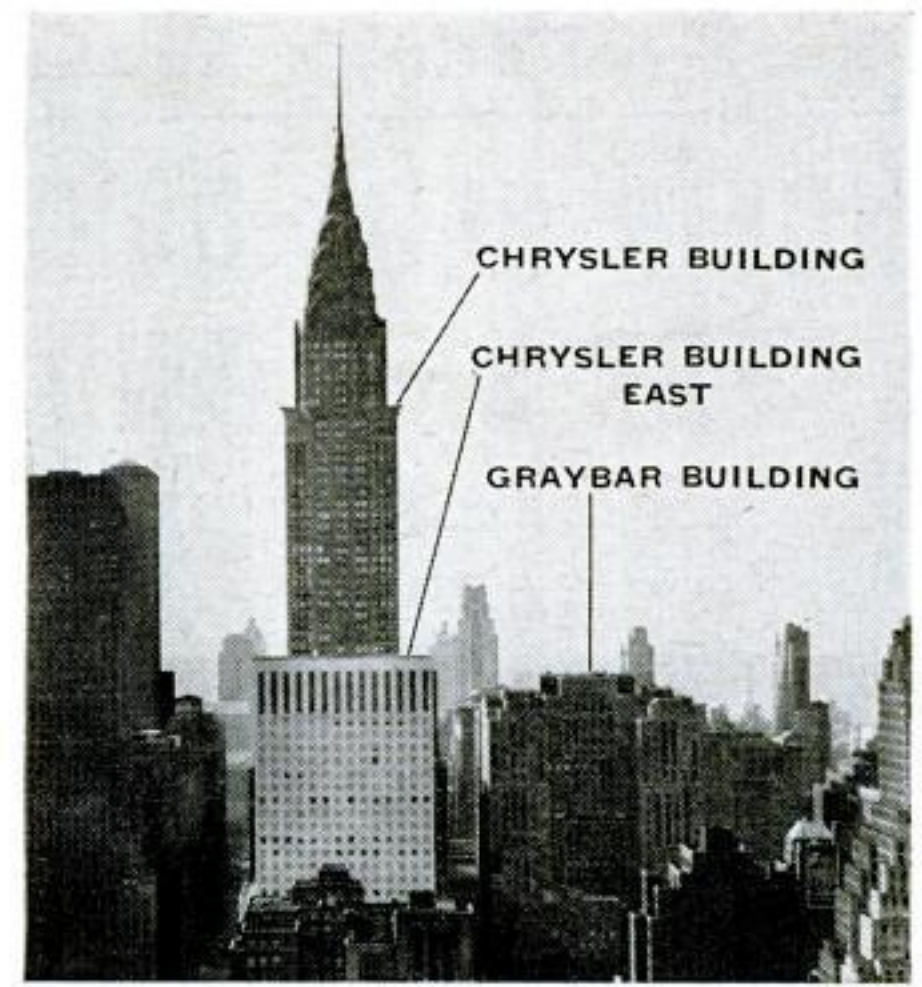
"Vacationers' Reunion," by Douglass Crockwell. Number 87 in the series "Home Life in America"

*In this friendly, freedom-loving land of ours—Beer belongs... enjoy it!*

BEER AND ALE—AMERICA'S BEVERAGES OF MODERATION  
Sponsored by the United States Brewers Foundation... Chartered 1862







# BIGGEST BUILDING DEAL

Skyscrapers bring \$52 million

The two men waving to each other at left are executing a final step in the biggest New York real estate deal in the city's history. For \$52 million William Zeckendorf and his firm of Webb & Knapp with Graysler Corp. had bought the Chrysler Building, world's second tallest, along with neighboring Chrysler Building East and Graybar Building. The complex negotiations had been capped by a three-day session of 45 lawyers, 30 bankers, 22 assorted businessmen who holed up in Chase National Bank and passed million-dollar checks back and forth. As deadline neared, a messenger rushed out with documents that had to be mailed to various parties before a phone call could be made to state offices effecting merger of two corporations. To save a precious minute the messenger flagged from the street to a Webb & Knapp vice president, Elliot Binzen, who told an assistant who then called Albany and told them it was done.



**\$40 MILLION BOND** for loan is handed Equitable Life Assurance Society Vice President Walter Harvey Jr. by Zeckendorf, as assistants in closing deal look on. Walter P. Chrysler Jr. and Jack F. Chrysler, who were major stockholders in two of the buildings before the sale, are seated next to Zeckendorf.

← MESSENGER SIGNALS THAT PAPERS ARE ON WAY



Here Is Today's Beauty Message

## LANOLIN PLUS DOES WONDERS FOR SKIN AND HAIR!



### YOUR HAIR WILL BE LOVELIER, MORE MANAGEABLE IF IT'S IN GOOD CONDITION

If your hair is dull, dry and unmanageable, it will surely welcome the refreshing, softening influence of Lanolin Plus For The Hair. For lanolin, with its rich base of valuable esters and cholesterol, is the closest duplication of Nature's own skin lubricants. When the gleaming highlights and lovely softness that Nature meant for your hair to have are taken away by various kinds of harsh hair treatment, water, and the drying effects that come from exposure to sun or wind, look to Lanolin Plus For The Hair to supplement precious, natural oils and bring out sparkling highlights.

GIVE your hair a chance to look its best. Get LANOLIN PLUS FOR THE HAIR soon. Only a dollar, plus tax.

\* \* \*

### Your Hands Will Look Lovelier...Feel Better With Lanolin Plus Hand Lotion

You'll never know how soft and smooth your hands can be until you use Lanolin Plus Hand Lotion, containing the right amount of lanolin with its valuable esters and cholesterol.

TREAT your hands to this entirely new feeling of petal-freshness and softness. LANOLIN PLUS HAND LOTION works quickly, then disappears like magic.

A handy pump dispenser, which comes with each bottle of Lanolin Plus Hand Lotion, makes regular application a simple task. LANOLIN PLUS HAND LOTION with PUMP... \$1.00 plus tax. At all cosmetic counters.



### Have The Self-Confidence That Comes With Knowing You Look Your Very Best

LANOLIN PLUS AGREES WITH YOUR SKIN...MAKES IT FEEL BETTER... LOOK SOFTER, MORE YOUTHFUL

Just as a new gown or a certain glance from someone very special makes you suddenly feel like a new person, so the wonders of Lanolin Plus work to give you a whole bright new outlook. For when you use Lanolin Plus Liquid, you'll know by the soft, wonderful way your skin feels that you never looked lovelier. And you'll find, too, that the tiny lines you worry about will become less noticeable. You see, as time goes by, the natural oils of our skin become less plentiful and, in addition, are removed by sun, wind, dry indoor air and ordinary harsh cleansing. So it's just common sense that when you help to replenish oils with Lanolin Plus Liquid, your skin becomes softer, more supple and, consequently, more youthful-looking.

YEARS AGO it was found that the wool of sheep contains a substance known as lanolin, which, because of its rich base of beneficial esters and cholesterol, is most similar to the natural oils of our human skin. The chemists who created Lanolin Plus planned their formula to include highly refined lanolin and other skin-beautifying ingredients.

A MILLION DOLLARS couldn't buy a more effective beauty aid for your skin. Yet LANOLIN PLUS LIQUID costs only a dollar, plus tax, at all cosmetic counters.

\* \* \*

### Reveal Your Hair's Natural Loveliness With Lanolin Plus Hard Water Shampoo

Perhaps you are one of the many women who are at a loss to know how to keep their hair and scalp scrupulously clean, yet preserve the natural oils that are essential to soft, glistening hair.

Lanolin Plus Hard Water Shampoo contains a superabundance of Lanolin Plus, the nearest duplication of nature's own skin oils, so it not only helps lubricate scalp and soften hair, but at the same time it lathers beautifully in the hardest water. Just as the shampoo cleanses, its oil pampers the hair.

IT'S ECONOMICAL, too, because it's fast-acting, and ordinarily only one application is needed each time you wash your hair. Only a dollar (tax-free).

\* \* \*

### New Softness for Dry Skin with LANOLIN PLUS CLEANSING CREAM

Now that Lanolin Plus has come into the beauty picture, you can keep your skin softer and lovelier than you ever imagined! For it is compounded to soften your skin as it cleanses it. Try it soon.

### Get-Acquainted Bottles ONLY 25c EACH

SEND COUPON NOW!

LANOLIN PLUS, Dept. 1007, 30 W. Hubbard St., Chicago 10, Ill.

Gentlemen: I enclose.....in cash for the following guest-size bottles:

- ☐ 15-Facial Bottle Lanolin Plus Liquid.....25¢
- ☐ Guest-Size Jar Lanolin Plus Cleansing Cream For Dry Skin.....25¢
- ☐ Two-Weeks' Supply Lanolin Plus Hand Lotion.....25¢
- ☐ 7-Shampoo Bottle Lanolin Plus Hard Water Shampoo.....25¢
- ☐ 15-Application Bottle Lanolin Plus For The Hair.....25¢

#### NOTE:

Enclose \$1.00 and receive all five Lanolin Plus Beauty Aids.

GET ALL 5 FOR ONLY ONE DOLLAR—See Note Above

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

We Pay Postage and Federal Tax

## Biggest Building Deal CONTINUED



**MATCHING QUARTERS** during break, Webb & Knapp Counsel Maurice Iserman, who ran whole show, plays game with Lawyer Jerome Adler (right).



**MUNCHING SANDWICH**, Edwin Dorman checks papers with Frederick Carver. Both represent New York Trust Co., handling mortgage for Chryslers.



**WORKING LATE**, Frank Heiss, Chrysler attorney, yawns heavily as he goes over sale documents with Lawyer Francis Wallace of Webb & Knapp.

CONTINUED ON PAGE 54



**NOW  
for '54**

# Better See Motorola TV

## with NEW Double-Power Picture



### THE GREATEST VALUE IN TV HISTORY!

New Glare Down/Sound Up styling. 21-inch picture tube. Robot 82 one-knob all-channel tuner optional. Built-in UHF-VHF Roto-Tenna. Mahogany finish. MODEL 21K13, \$349.95. Slightly higher in blond.



*Never Before!*

New Patented "Pictron" Power Unit  
and New "Concentrated Power" Chassis  
Double-up to Bring You Television's  
Most Powerful Picture!

Study this exciting TV picture. Then imagine it in action . . . with *double* the brilliance and clarity of detail . . . plus the magic realism of "Golden Voice" sound! Even then you'd have only a small idea of the greater pleasure now yours in Motorola TV with Double-Power Picture. For only Motorola has the double advantage of the mighty "Pictron" for extra clearness and brightness, plus the unbelievable picture-pulling power of the rugged new "Concentrated Power" chassis. And "Miracle Interlace" to eliminate annoying picture-lines! So, today . . . see, hear, thrill to Motorola TV, with famous masterpiece cabinetry and Double-Power Picture!



# Motorola TV

*Prices start  
at \$179.95*

WORLD'S LARGEST EXCLUSIVE ELECTRONICS MANUFACTURER

© 1953, Motorola Inc. Over 30 models to choose from . . . 17", 21", 24" or 27" tubes. Prices include Federal Excise Tax and Full Year Warranty on all parts, tubes and picture tube. Slightly higher South and West. Subject to change without notice.



**Modern Table Radio!**  
A decorative asset, a technical triumph! Finest tone quality ever obtained in sets this size. Four decorator colors. Model 53H1, \$24.95



**Mantel Clock Radio!**  
Golden Voice tone. Big, easy-to-read clock dial. Appliance outlet and automatic timer. Mahogany or blond finish. Model 62CW, \$69.95



**Porta-Clock Radio!**  
Take your time and your music, any place. Larger speaker. Green, maroon, gray Bakelite. AC-DC, or Battery. Model 53LC, \$44.95 less batteries.



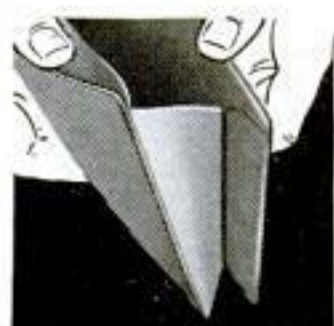
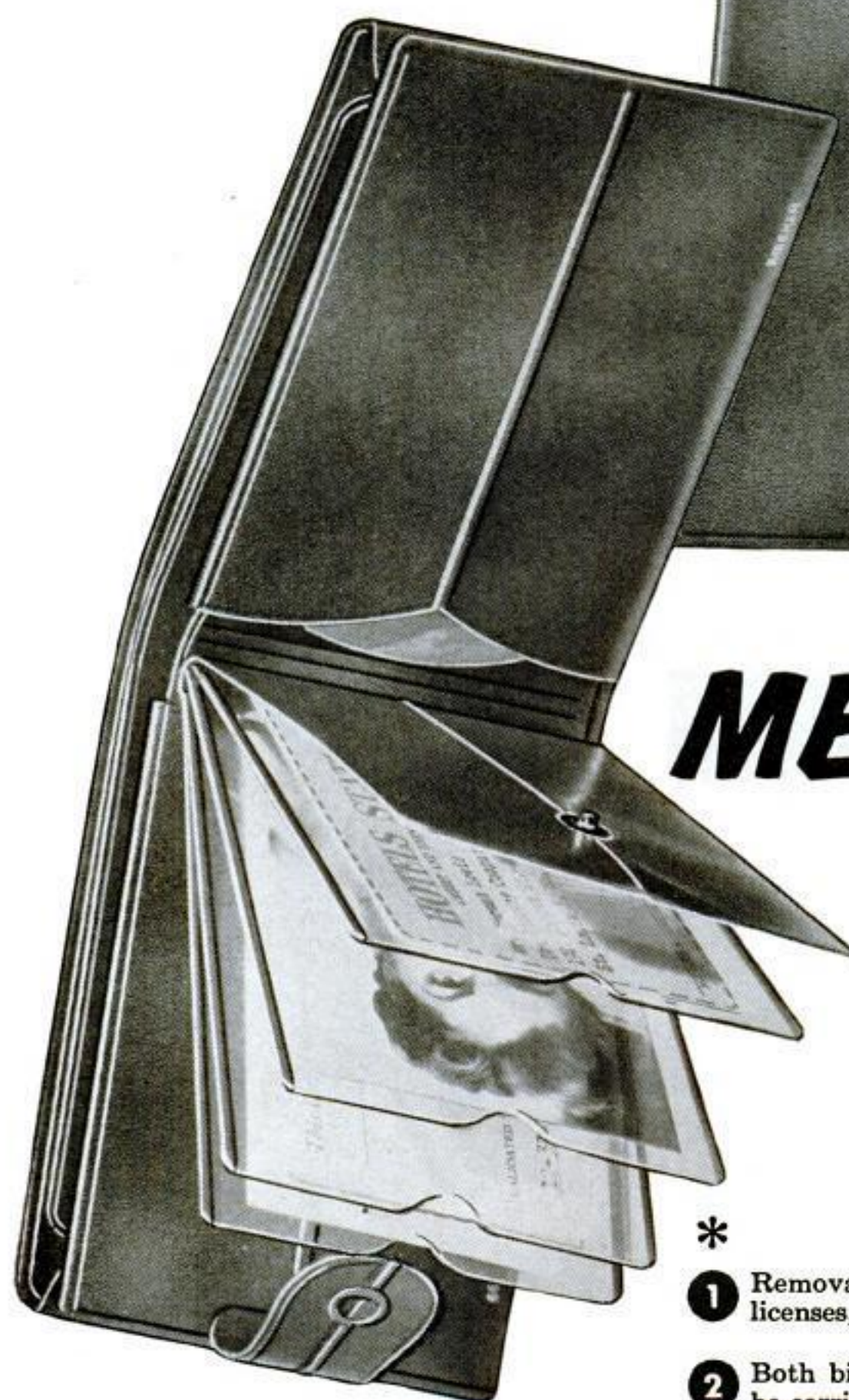
**Automatic Clock Radio!**  
Lower price than ever was believed possible for radio that is also clock, automatic timer, and alarm! Four colors. Model 53C1, \$29.95





## A Brand New BILLFOLD

...with Seven Features  
of Superiority\*



## the MEEKER 66

has Smart,  
Removable,  
Snap-Button  
Pass Case

\*

- 1 Removable pass case holds 8 cards, licenses, etc.
- 2 Both billfold and pass case may be carried separately.
- 3 Because of its expanding gusset construction at both ends (see upper illustration at left), the MEEKER 66 opens up to almost unbelievable capacity.
- 4 Though stuffed full of bills, checks, etc., the MEEKER 66 folds flat and neat (see lower illustration at left).
- 5 Expertly designed from one piece of genuine leather, assuring longer, better wear.
- 6 Has secret pocket, for bills of large denominations.
- 7 Smartly fashioned, in many rich, fine leathers.

Various Prices...At Retail Stores

THE MEEKER  
COMPANY  
JOPLIN, MO.  
New York: 347 Fifth Ave.

**MEEKER**  
made  
*Fine Leather Goods*

## Biggest Building Deal CONTINUED



265 BASIC DOCUMENTS, many of which are spread out for scrutiny by both sides, were narrowed down from original 10,000 papers in transaction.



MAN BEHIND DEAL, William Zeckendorf, cooks up another as Chrysler transaction is closed. "Sounds like a fine proposition," he said into phone.



# LOW IN NICOTINE HIGHEST IN QUALITY

*Don't you want to try  
a cigarette with a  
record like this?*

*Paul Douglas*

22 YEARS A CHESTERFIELD SMOKER

**W**hen you smoke Chesterfield it's so satisfying to know that you are getting the one cigarette that's low in nicotine, highest in quality.

A fact proved by chemical analyses of the country's six leading cigarette brands.

. . . .

**And it's so satisfying to know that a doctor reports no adverse effects to the nose, throat and sinuses from smoking Chesterfield.**

The doctor's report is part of a program supervised by a responsible independent research laboratory and is based on thorough bi-monthly examinations of a group of Chesterfield smokers over a period of a year and four months.

**CHESTERFIELD—FIRST  
WITH PREMIUM QUALITY IN  
BOTH REGULAR AND KING-SIZE.**

## **CHESTERFIELD** ***BEST FOR YOU***

Copyright 1953, LIGGETT & MYERS TOBACCO CO.



Watch for this selling  
event at your food store

# Swift's Don

A STORE-WIDE CELEBRATION



## Don McNeill says:

"Swing on down to your food store, neighbors, and get in on the Jamboree of wonderful values in Swift's quality foods. The whole Breakfast Club gang will be there on colorful posters, banners and display cards pointing the way to fine Swift buys."

Be Swift's guest every morning at  
The Breakfast Club. Listen on ABC Radio.



### ALLSWEET

The margarine with the delicate, natural, instant flavor.



### SWIFT'S CANNED MEATS

Packed *fresh* to stay *fresh*!



### PARD DOG FOOD

Tempt your dog with red raw meat—he'll pass it up for PARD!

### SWIFT'S PARD MEAL

The new dry-type dog food with flavor he can't resist.



# McNeill Jamboree

FEATURING YOUR BREAKFAST CLUB FAVORITES!



## SWIFT'NING\*

It's the most digestible shortening you can buy!



## SWIFT'S PREMIUM FRANKS

The meat inside makes the difference—tender beef and juicy pork.



## SWIFT'S PREMIUM BACON

America's favorite—with the "sweet smoke taste"!

## SWIFT'S PREMIUM HAM

Slow-smoked for richer flavor, better texture.



## TENDER-GROWN SWIFT'S PREMIUM CHICKEN

Specially raised to grow big and plump while young and tender!



## SWIFT'S MEATS FOR BABIES

100% meat! Builds strong, sturdy bodies.

## THE DON MCNEILL JAMBOREE

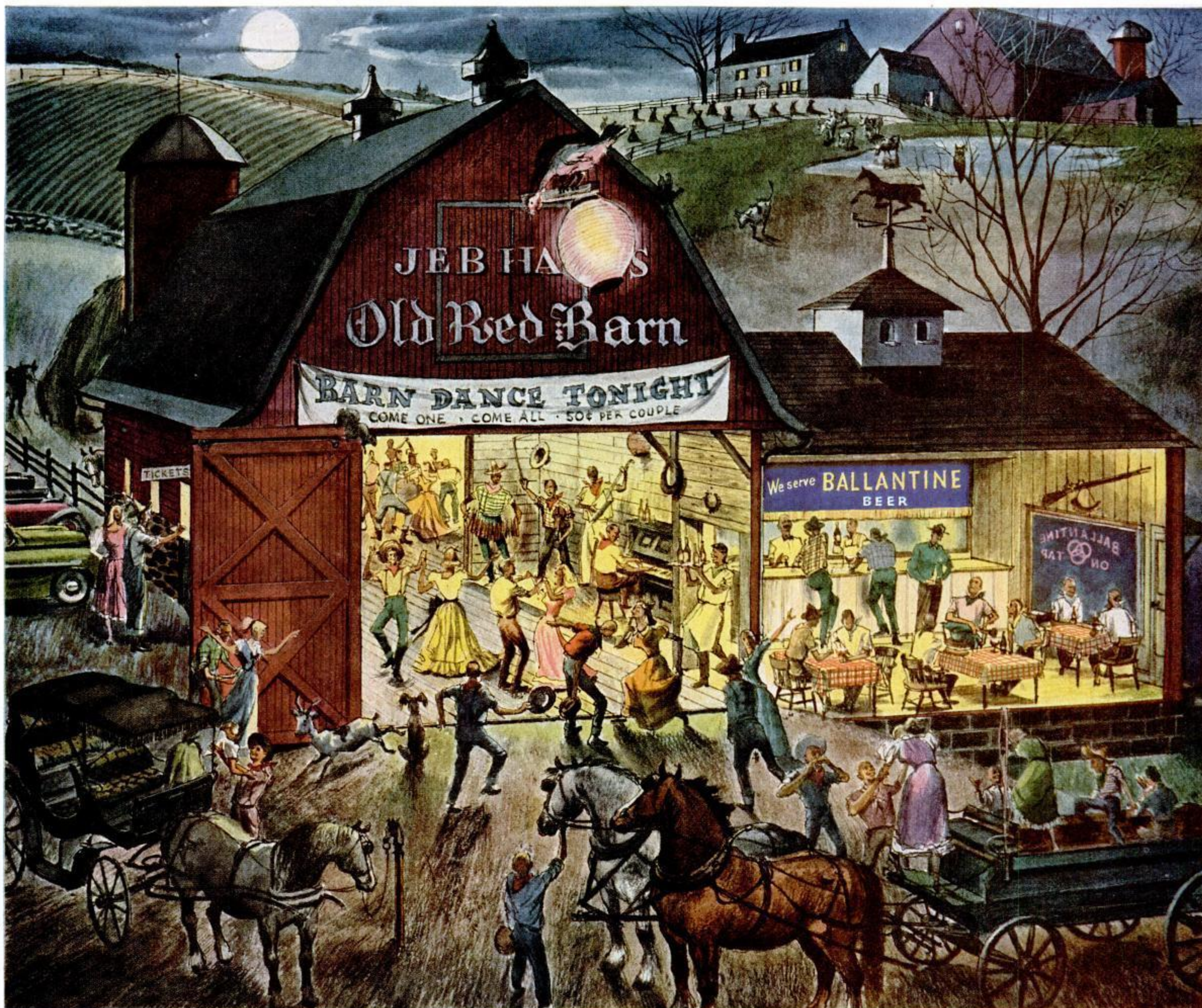


## LOOK FOR THE STORES WITH JAMBOREE SALES

They're the ones with gay colorful signs like this.

Swift-to serve your family better





BARN DANCE, painted especially for Ballantine Beer by Edward Klauk

**Barn Dance Tonight**—come one, come all,  
Sashay round to the caller's call!

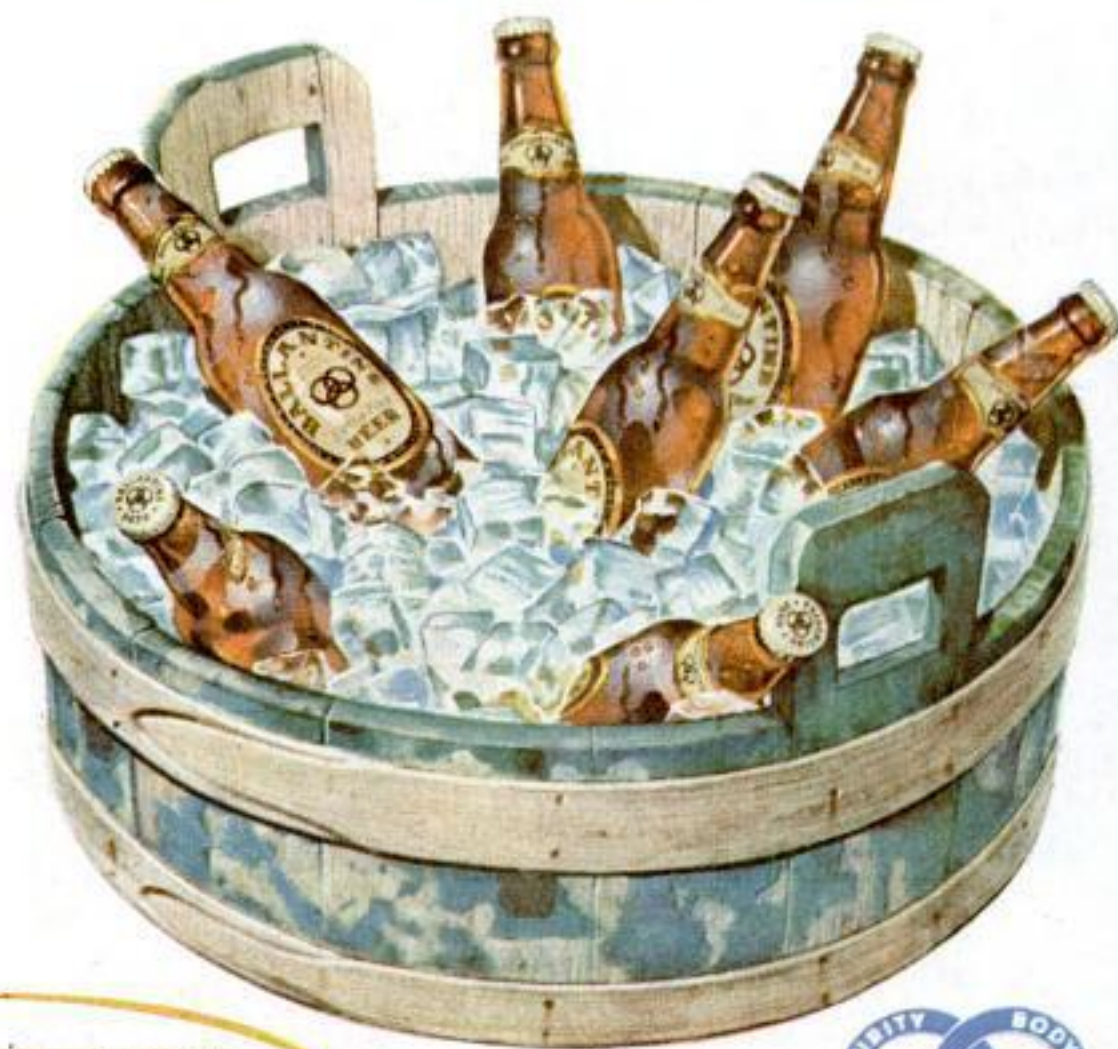
Promenade—and get in line  
For a nice cold glass of Ballantine—

Here's beer deep-brewed so it will hold  
Its flavor even when ice cold;

Flavor, you know, that chill can't kill.  
Another glass? You bet we will!

**BALLANTINE BEER**

*—with the Flavor that chill can't kill!*



P. Ballantine & Sons, Newark, N. J.



# LIFE ON THE NEWSFRONTS OF THE WORLD

## Israeli troops blow up Arab towns, Dressen quits, Taft successor is picked

Jordan Arabs allowed Israeli officials to cross their border with a police dog to track a terrorist who had tossed a grenade into an Israeli home, killing a woman and two children. The dog soon lost the scent and the chase was abandoned. But in reprisal for the terrorist's action, Israeli troops slipped across the border, destroyed three Arab villages with shells, grenades and Bangalore torpedoes, killing 56 people. Britain, France and the U.S., already disturbed by Israel's refusal to consider complaints against Israeli water development plans, decided to bring the case before the U.N. Security Council.

Lawyers for Winthrop Rockefeller and his wife "Bobo" drafted one of the world's record divorce settlements. On his wife of five years—during four of which they have been estranged—and on his 5-year-old son, Mr. Rockefeller will settle \$5½ million.

### Wicks defies Governor Dewey

For four hours last week Governor Thomas E. Dewey of New York had Acting Lieut. Governor Arthur Wicks on the carpet, scolding him for visits to Convict Joey Fay (LIFE, Oct. 12) and demanding he resign. But when Wicks emerged from the governor's office, he handed out a press statement, apparently mimeographed before he went in. Wicks, it said, would not resign. Whereupon Dewey, jealous of his reputation as unchallenged boss of the state G.O.P. and as enemy of all criminals and corruption, began to set in motion the machinery to have Wicks kicked out at a special November session of the legislature.

Members of the Federal Communications Commission saw color TV demonstrated on 13 different makes of sets, afterward told reporters that regular color programs may begin before Christmas.

### Automatic grocery king is dead

Clarence Saunders made millions of dollars by devising the first self-service grocery in 1916, expanding his idea into the Piggly Wiggly chain. He lost the

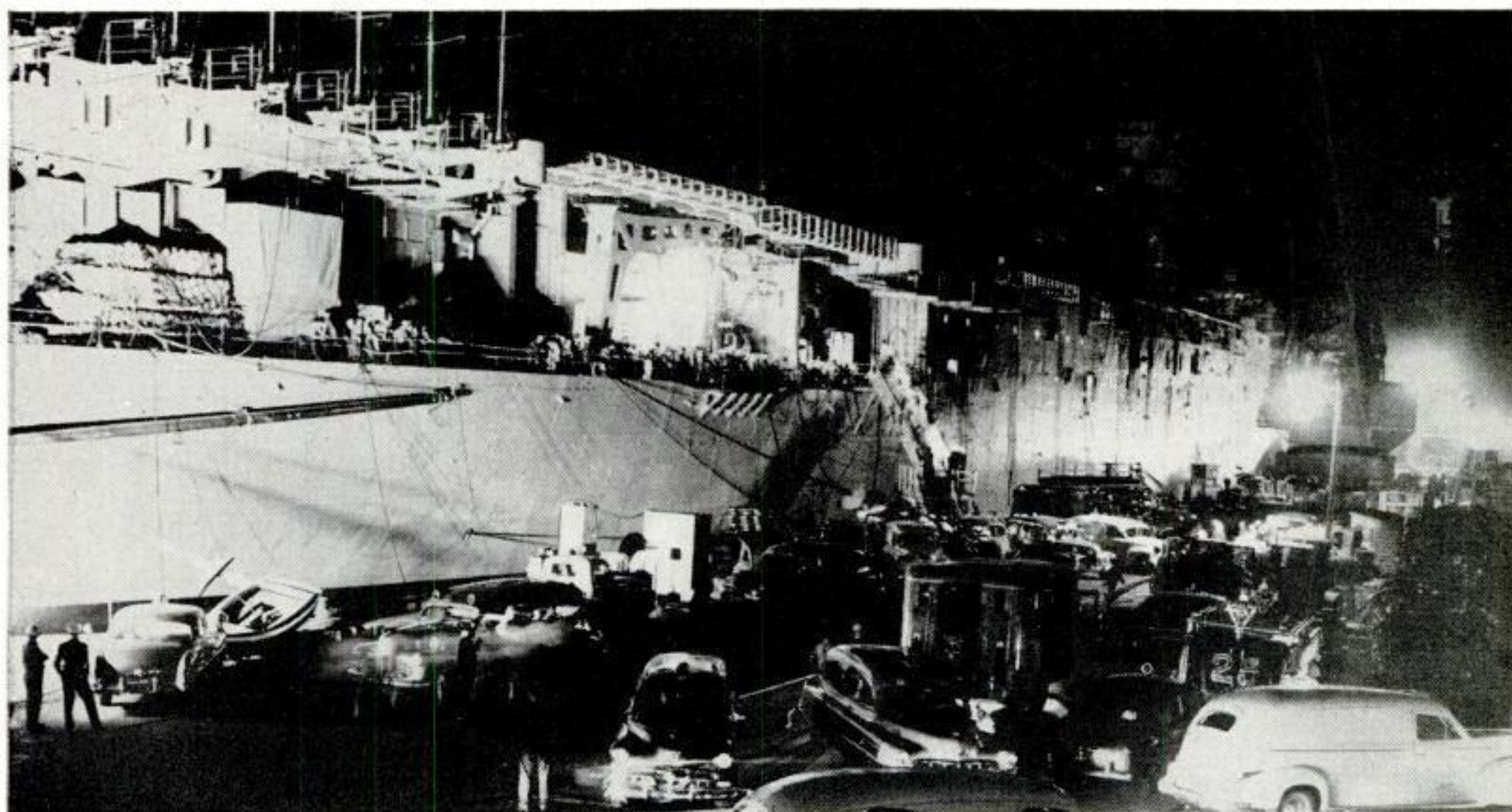
money in a bout with the bears on Wall Street. He soon made another bank roll in groceries, lost it in the Depression. Recently he thought he was on his way to a third million. He invented a grocery in which customers carried a tiny device to release goods from shelves and also add up the bills. But the automatic grocer had put Saunders nowhere near his third million when he died last week at 72.

*Earl Ashelford, 35-year-old manager of the Springfield, Ohio Municipal Airport and an ex-stunt pilot, was always a stickler for safety rules. Last week he put on a demonstration for 300 spectators to illustrate the dangers of sloppy flying. At an altitude of 600 feet he put his plane into a spin, then started to pull out. But his controls failed, he crashed and was killed instantly.*

### Dressen goes to the minors

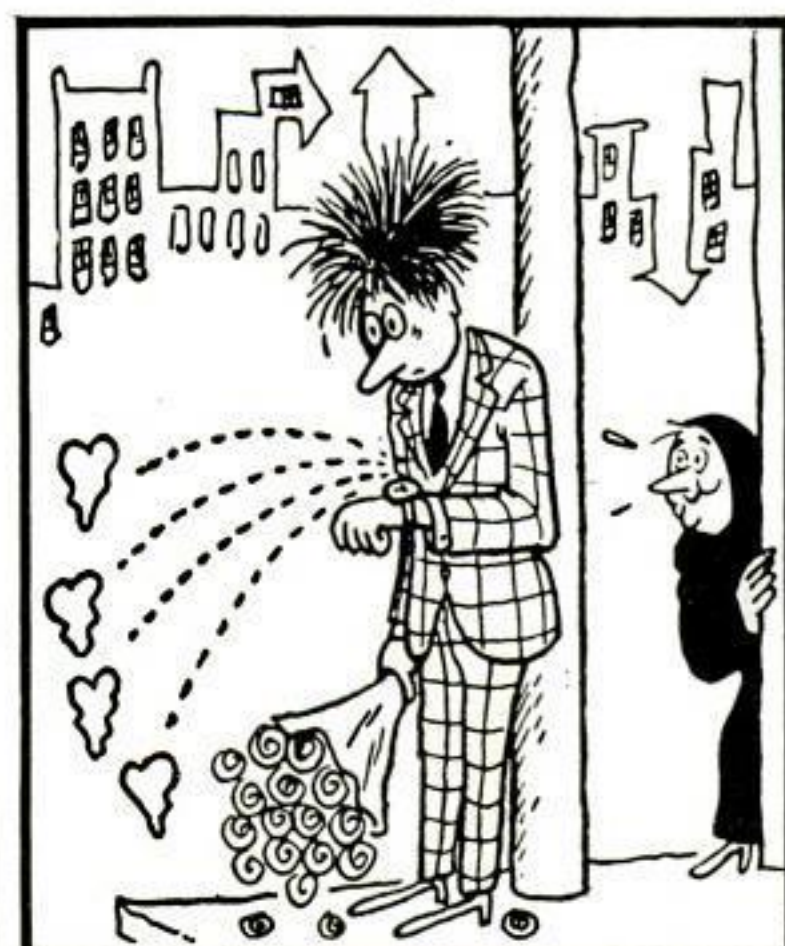
Largely because of Leo Durocher and Mrs. Dressen, Charlie Dressen, who led the Dodgers to two pennants in two years, will be a minor league manager next year. When Dressen heard that Durocher was given a new two-year contract after his Giants finished only fifth, he thought he too should get a contract for more than the customary single year. Egged on by his wife, Dressen wrote a hot letter to the Dodger management demanding a three-year contract. One year or nothing, replied the management. So Dressen will manage the Oakland, Calif. Pacific Coast League team next year, the job he left to join the Dodgers in 1951.

An explosion ripped through the aircraft carrier *Leyte* as she lay docked at Boston for overhaul, only half an hour after she had been inspected from stem to stern. Dozens of fire trucks and ambulances rushed to the harbor (below), and after three hours had the fire out. But 36 sailors and workmen were burned to death and 26 injured so seriously that more deaths were expected. Naval officials did not know whether sabotage or an accident had set off the blast.



FLANKED BY AMBULANCES AND FIRE TRUCKS, THE CARRIER "LEYTE" LIES BURNING IN BOSTON HARBOR

CONTINUED ON NEXT PAGE



**GET WILDROOT CREAM-OIL CHARLIE**



**DON'T GET LEFT - GET WILDROOT CREAM-OIL. KEEPS HAIR GROOMED NATURALLY ALL DAY WITHOUT GREASINESS. NO DRYING ALCOHOL. NO HARSH SYNTHETICS. CONTAINS NATURE'S MAGIC LANOLIN, SO MUCH LIKE THE NATURAL OIL OF YOUR HAIR AND SCALP. TRY A BOTTLE OR HANDY TUBE TODAY.**







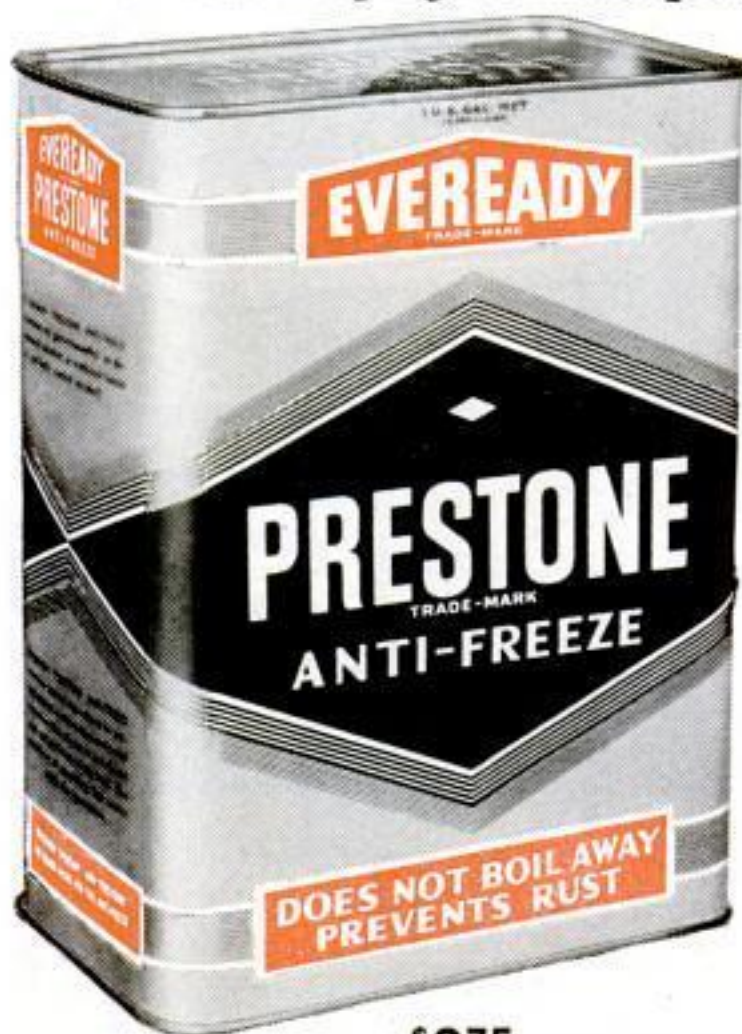
**You'd be lost  
without your car!**

Keep its cooling system safe all winter—give it  
**FULL 4-WAY PROTECTION!**

- 1.** Against freeze-ups in cold weather, boil-offs on warm days. One shot lasts all winter.
- 2.** Against rubber decay, radiator clogging, and pin-hole leaks developing from rust spots.

- 3.** Against corrosion of the cooling-system metals.
- 4.** Against foaming off and resulting loss of solution.

**AND MOST IMPORTANT OF ALL —** "PRESTONE" is the trademark for a special anti-freeze having an exclusive anti-rust and anti-foam formula... developed and marketed *only* by National Carbon Company. There is *no other* anti-freeze the same as "PRESTONE" brand anti-freeze! Ask for "Prestone" anti-freeze... and get it!



**NO OTHER  
ANTI-FREEZE GIVES  
YOUR CAR THE  
SAME COMPLETE  
PROTECTION**

**\$375** PER GALLON, **\$100** PER QUART, IN QT. CANS

You're **SET...** You're **SAFE...** You're **SURE...** with

**PRESTONE** **ANTI-FREEZE**  
**BRAND**

NATIONAL CARBON COMPANY • A Division of Union Carbide and Carbon Corporation  
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The terms "Prestone" and "Eveready" are registered trade-marks of Union Carbide and Carbon Corporation



BURKE WITH WIFE, DAUGHTER, GRANDCHILDREN

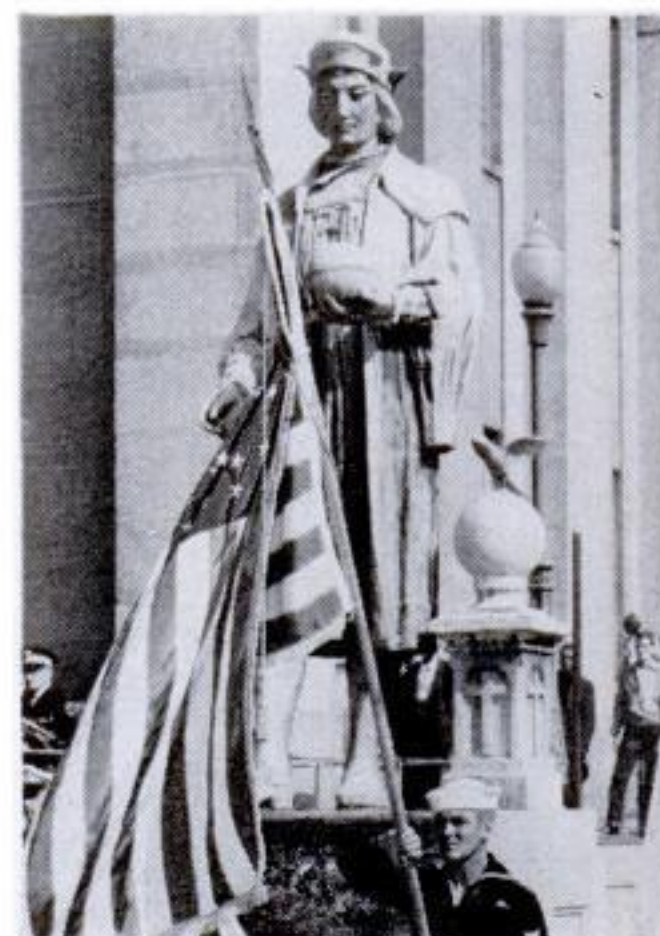
Ohio's Governor Lausche picked Cleveland's Democratic Mayor Thomas Burke to succeed Robert A. Taft, giving the Democrats a 48-to-47 majority in the Senate, but directed him not to upset G.O.P. control of legislative committees. Said the new senator, an admirer of Taft, "It's like coming up to bat after Babe Ruth."

### McCarthy tilts with Army

The Army and Senator McCarthy, both investigating reported espionage at the Fort Monmouth, N.J. radar laboratories, from which 10 employees were suspended as security risks, disagreed about evidence turned up so far. Said McCarthy: testimony showed that a dangerous spy ring formerly run by Julius Rosenberg was operating at the research center. Moreover, a "top scientist" at Fort Monmouth had admitted being caught with secret documents in his home. A "sizable number" of secret papers were still missing. (Illinois Senator Dirksen, also on the subcommittee, was more specific, claimed that 26 out of 57 missing documents, including radar plans, had turned up in Red Germany.) As the week ended McCarthy dramatically told reporters that one witness he was grilling had "broken into tears," admitted he was an old friend of the Rosenbergs and promised to tell all about the spy ring if protected from Red vengeance.

Army sources hinted McCarthy might be exaggerating. They said they still had no proof any documents were taken or files tampered with. And McCarthy's "top scientist" was only an immigrant mechanic. But they were not ready to state flatly there had been no spy ring.

*For over 50 years a metal bird sat on a pedestal beside a statue of Columbus in front of the State House in Columbus, Ohio. A few years ago it suddenly vanished and was never seen again. Last year a second bird was mounted at Columbus' side and it too disappeared. It turned up again recently when a college student left town, gave the bird to his landlady who turned it over to police. Last week when Columbus citizens turned out to celebrate the 461st anniversary of America's discovery, the white bird was back on its perch, this time with its metal feet firmly attached to a white stone sphere.*



COLUMBUS STATUE BEFORE AND AFTER GETTING ITS BIRD BACK





# VU-matic Control

One knob tunes all 82 VHF-UHF  
channels coast-to-coast —  
*automatically*

Exclusive with **RAYTHEON TV**



THE WESTMINSTER, UC-2403 Smart, simple cabinet style emphasizes 24" screen. Full year warranty. \$499.95. Others from \$179.95 to \$595.00. Prices and specifications subject to change without notice.

*New VU-matic\* Control automatically tunes all available channels, selects proper antenna, switches in correct circuit, and boosts signal strength to give you finest TV pictures*

You'll be hearing plenty about Raytheon's VU-matic Control—the year's top TV engineering advance. In one trim package, here's a wrap-up of television's latest tuning discoveries, *with important new ones added!*

*Seeing's* believing in television. That's why it will *pay* you to look at big screen Raytheon—the TV set that invites comparison.

Guaranteed 82-channel VU-matic tuning, full one year warranty (not just 90 days), photo-clear reception even in VHF-UHF fringe areas—this is your TV opportunity, ready and waiting. Here it is—the perfected tuner that was first to bring you all channels and continues to out-perform the rest in many TV areas.

So talk TV with a Raytheon dealer. See the gleaming mahogany and blonde cabinets—exquisitely crafted in your choice of traditional and modern styling. Find out for yourself why a Raytheon—turned on or off—brings you the most *seeing* pleasure! There's more than 25 years of electronic experience behind every Raytheon.

\*Trademark

*Built  
FOR TODAY...*



*Designed  
FOR TOMORROW*

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ELECTRONIC DUPLICATORS • INDUSTRIAL EQUIPMENT • ULTRASONIC MACHINE TOOLS • AND ELECTRONIC TUBES, SONAR, RADAR AND COMMUNICATIONS EQUIPMENT FOR THE UNITED STATES GOVERNMENT





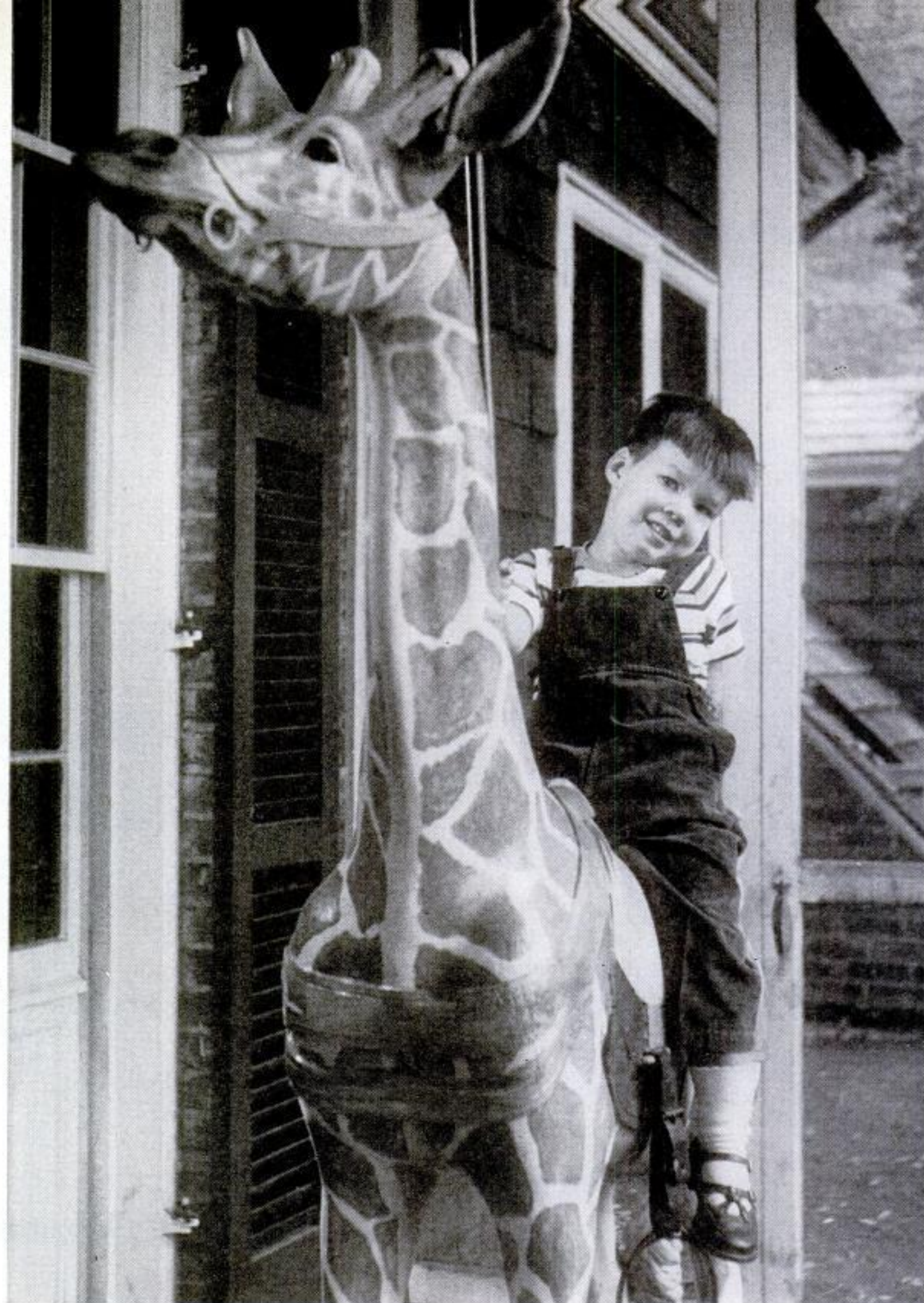
BACKED BY 33 VOLUMES OF TESTIMONY, JUDGE MEDINA PREPARES OPINION

## TRIAL IS PROLONGED —BUT PROLIFIC

### Here are boys born to lawyers in anti-trust case

The U.S. Justice Department's anti-trust suit against 17 investment bankers, which was dismissed last month by Federal Judge Harold Medina, produced interesting statistics of two kinds. One kind was legal. The trial, one of the longest and talkiest in U.S. history, lasted 30 months and 57,571 pages were offered as evidence. Judge Medina's opinion, handed down last week, set a record for length—424 pages. In it, the judge ruled that the investment banking syndicate system, under which firms band together to buy up big chunks of securities for resale to the public, is a natural cooperative effort rather than a calculated conspiracy to restrain competitors. He also accused the government of irresponsibly wasting time and money: the trial alone cost both parties nearly \$10 million.

The case also produced some impressive birth rate statistics. Inquiring one morning about a lawyer who failed to appear in court, Judge Medina was told that the man's wife was having a baby. The judge beamed, next day congratulated the young father and suggested he keep baby statistics for the trial. When the case was over and these figures were totted up for the judge, the score stood at 21 babies born to the families of the lawyers involved in the case on both sides. The 10 boys are shown on these pages, all but one of the other children on following pages. "I was amazed," remarked Judge Medina, "when I found out what had been going on."



**FIRST BOY** born during the trial, William Graham Claytor III, is now 2½. His father is lawyer for bankers. The wooden giraffe is in his backyard.



**ON THE BENCH** is Robert Henry, 1½, the son of William Stanley Jr. Last week Bobby swallowed a bottle of aspirin tablets but is all right now.

**REACHING**, Richard Quittmeyer, 15 months, tries to take a balloon from father, Robert. Richard much prefers pots and pans to regular toys.



**PEEKABOO** from behind a couch ends happy round of hide-and-seek between John F. Seiberling Jr. and his son John B., who is 2 years old.





**OUTDOOR BOY** Christopher, 19 months, son of George E. Cotter, likes to romp in clump of front-yard birches. He also likes to carry father's briefcase.



**SQUIRMING**, Brian, 1, tries to get out of the arms of father, Robert Lockwood of Sullivan and Cromwell, the principal defense firm.

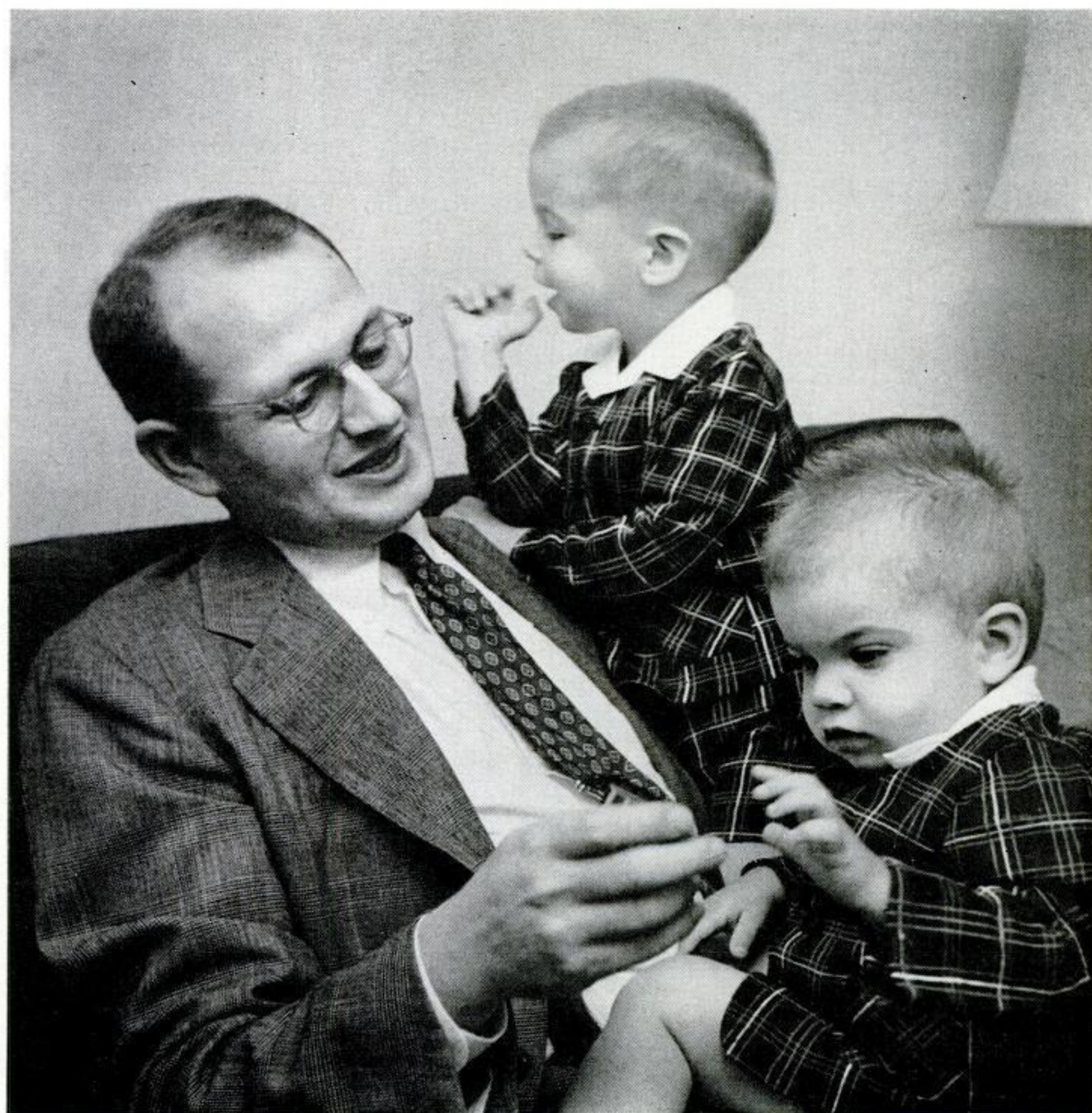


**BEAMING**, John J. O'Connell III is amused at antics of father. Parents met, married, had Johnny, were expecting again during the trial.

**A BIG BABY**, Frederick, son of Francis E. Barkman, weighed almost 11 pounds at birth last January. He likes to knock glasses off father.



**A PAIR OF SONS**, Douglas (center), 2½, and Thomas, 16 months, were born to William Buchanan, the only father who had two trial babies.





# GIRLS, TOO, BUT NOT SO MANY



**FIRST BABY,** Wendy Sue Walter, born two months after trial began, is one of three government-side children—all girls.



**A CURIOUS BABY,** Susanne ("Susu") Miller, 13 months, firmly astride her father, John, uses a finger to make a cautious exploration of his right eyelash.



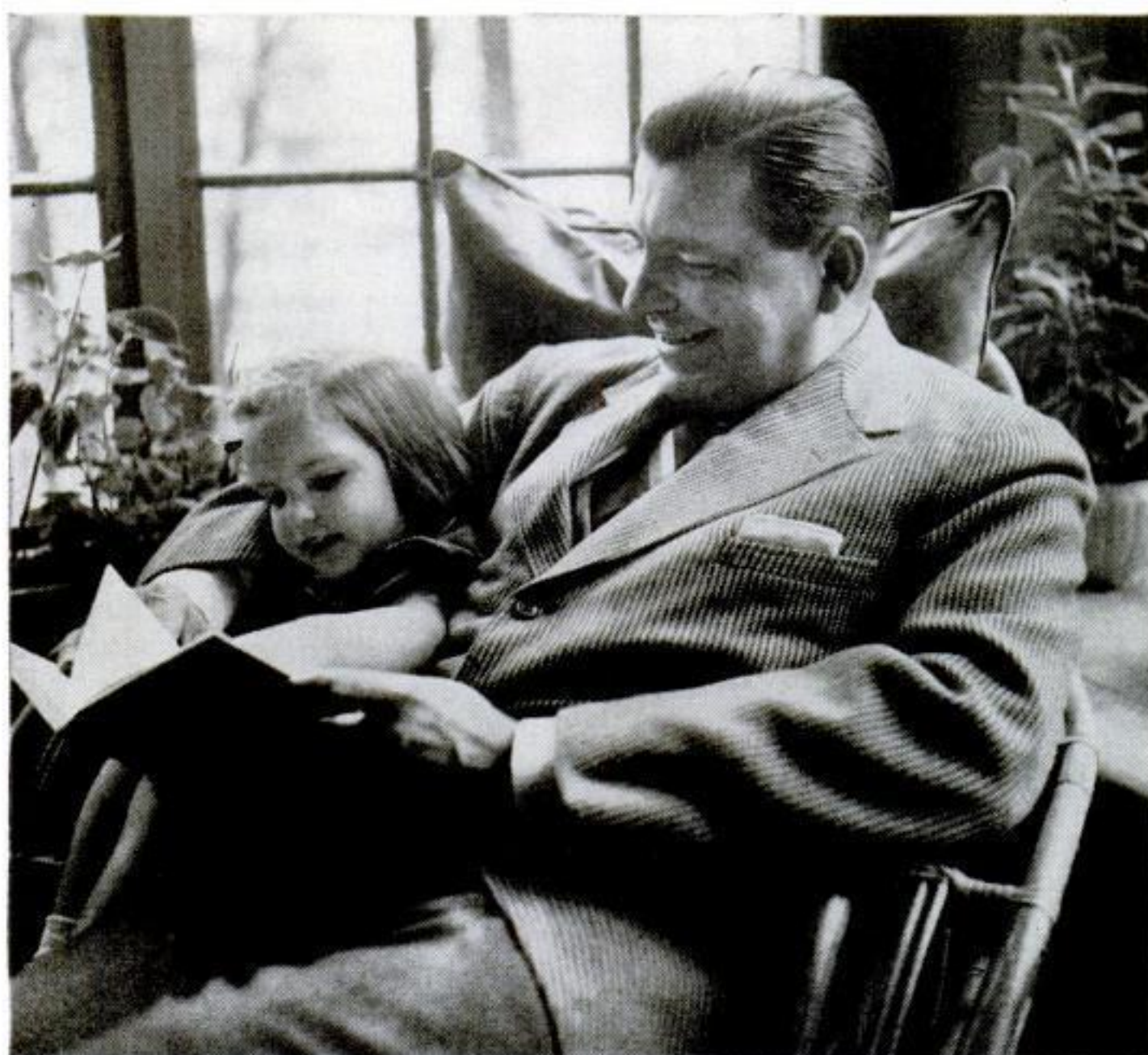
**CLINGING TO FATHER** Anthony Chandler is Sally Clark, 2. She has sister born while father was working on the case, but before trial began.



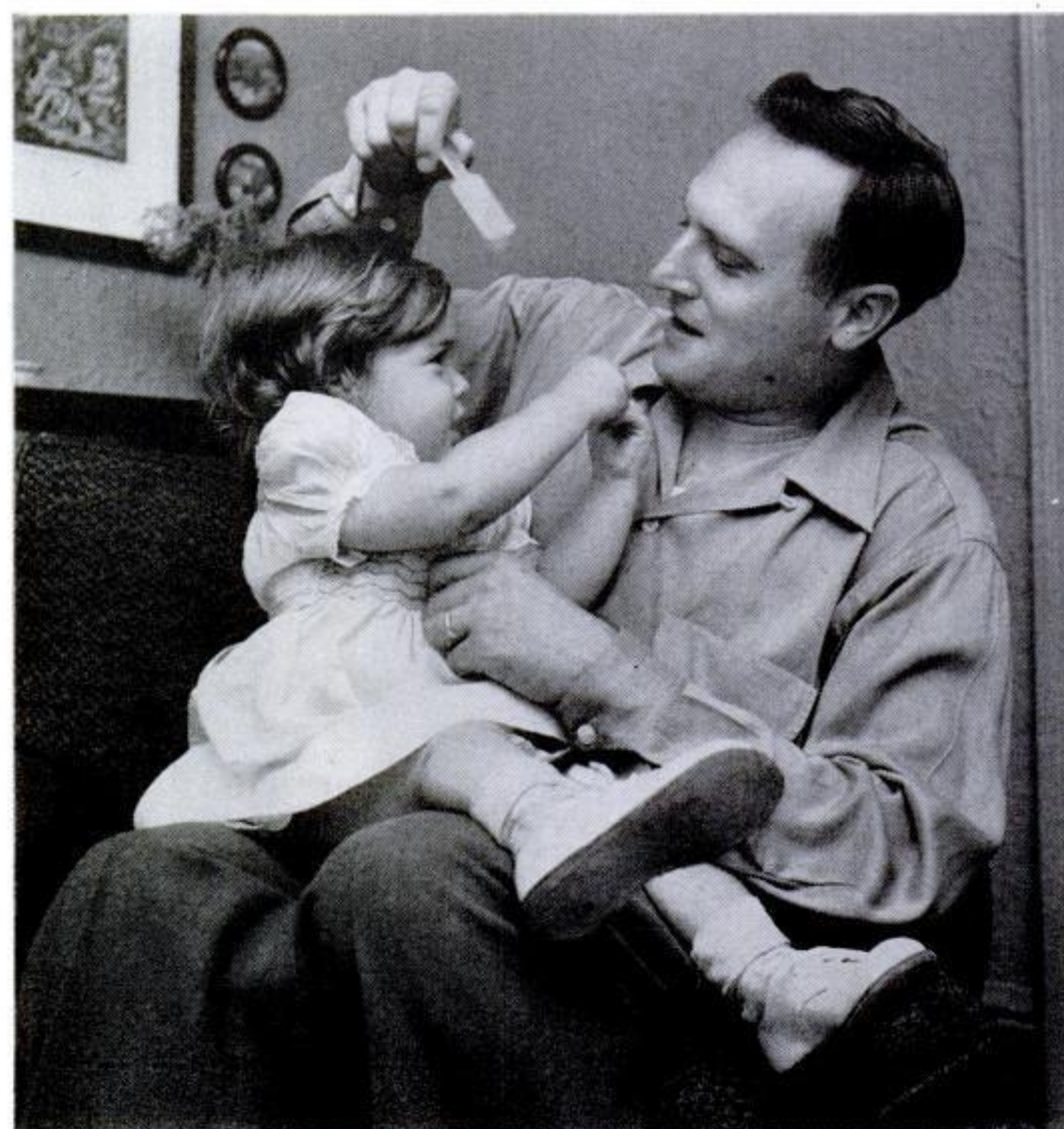
**GOVERNMENT GIRL,** one-year-old Cathy Susan Gelfand smiles before being put to bed by father, Herman, one of 17 government attorneys.



**KICKING FATHER,** Henry Nolte Jr., Gwynne Pamela, 11 months, grins happily. She enjoys tearing covers off the *Law Review*, chewing on briefs.



**STUDIOUS BABY,** Ann Correa, 2, indulges her father, Mathias, in her favorite pastime—reading her story-books aloud to him from memory.



**HOLIDAY BABY,** Marcia Yarnell, who was born on Washington's birthday in 1952, enjoys having her hair brushed by her lawyer-father, Julius.





## Little girls and big girls, too... need the Natural Oil Protection of Woodbury Shampoo

Woodbury leaves your hair easier to manage even right after a shampoo. That's because it is a natural oil shampoo. While it washes out the dirt thoroughly, it does not wash out all the natural oils which keep your hair from being too dry. Woodbury's gentle action actually helps to preserve your hair oils. Woodbury Coconut Oil Castile is always gentle on your pocketbook, too. Right now, it's gentler than ever! For a limited time, you can buy the big dollar size for only 50¢! Get this quality shampoo for your family now!

Woodbury Shampoo... best for all the heads of the family





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It's

**CHERRY  
KIJAFA**

(say Kee-yaffa)

IMPORTED FROM DENMARK

This tart-sweet cherry wine specialty will intrigue your palate and delight your guests...at parties, after dinner, any time.



CHERRY KIJAFÄ—CHERRY WINE, SUGAR AND NATURAL FLAVORS. IMPORTED BY BROWNE VINTNERS CO., INC., NEW YORK, N. Y.



If her birthday  
is between  
**Oct. 23 and Nov. 22**

Her sign is Scorpio. Energetic, subtle with a bit of mystery, she appreciates fine, lasting things. Like this fine 19-jewel Elgin Daybrook with the heart that never breaks—the exclusive guaranteed DuraPower Mainspring. \$65.00

Fed. Tax Incl.



She'd like an  
**ELGIN "19"**  
DAYBROOK \$65.00

Prolific Trial CONTINUED

## AND THERE WERE EVEN A FEW GRANDCHILDREN

**PUPPY AND BABY**, George Moreau, six months old, put heads together. Grandfather is William D. Whitney, counsel for bankers. In all, three grandchildren were born to lawyers.



**WORRIED BABY**, Joseph P. LaFlare, 1, grandson of Justice Department lawyer Lambert F. Dickinson, chews apprehensively on a lawn sprinkler his mother has forbidden him to touch.







FEEL THE STAMINA IN MERCURY'S PROVEN V-8. YOU SAVE ON UPKEEP.



SAMPLE MERCURY'S ECONOMY. YOU SAVE ON GASOLINE.



TRY PASSING. NO STRAIN, NO COSTLY ENGINE WEAR.



SAVE ON LOW-COST POWER FEATURES, TOO.



FIND OUT HOW YOU SAVE AT TRADE-IN TIME.

## 6 Picture Demonstration shows how you save money with Mercury



MATCH MERCURY'S YEARS-AHEAD STYLING AGAINST THE FIELD. THINK OF HOW MERCURY WILL STAY NEWER-LOOKING LONGER, PROTECT YOUR INVESTMENT.

A CAR's true cost from tryout to trade-in . . . the way a car handles, corners, parks . . . the power it has when you need it. These are things you don't want to guess at when you buy a new car.

That's why we invite you—urge you—to bring these pictures to life by going for a demonstration ride. You'll quickly see why Mercury keeps growing in popularity and sales . . . why it returns more of your original investment at trade-in time.

For Mercury has more of what most drivers want—advanced, more colorful styling; *proven* V-8 performance at its thrifty, lively best; immediate delivery on optional Merc-O-Matic (smoothest no-shift drive) power steering, power brakes . . . even a 4-way power seat that moves up and down as well as back and forth, for safer, easier driving.

Take the first step to savings, by seeing your nearby Mercury dealer soon.

Move ahead with

**MERCURY**

Get more for your money

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Here's the latest Bisquick idea from

# A new kind

Memo from BETTY CROCKER'S KITCHEN

## Twice as high

Millions of tiny egg rich bubbles puff these cakes up twice as high as even the delightful ones you usually make with Bisquick.

## Twice as light

Puff pancakes cook up twice as light as pancakes you make the usual way. Richer flavor, too.

## Chiffon cake texture

Never soggy inside - fluffy as chiffon cake all the way through. Butter and syrup just melt right down through.

*Betty Crocker*





Betty Crocker's kitchen -

# of Pancake!



## BISQUICK PUFF PANCAKES

Beat with rotary beater until soft peaks form . . . . . 2 eggs  
Blend in . . . . . 1 cup milk  
Add . . . . .  $2\frac{1}{3}$  cups Bisquick  
2 tbsp. sugar  
Mix just until thoroughly dampened.  
Fold in . . . . .  $\frac{1}{4}$  cup cooking (salad) oil or other melted shortening

Spoon onto medium-hot griddle. When puffed up, and bubbles begin to break, cook on other side. Excellent as dessert with fruit such as strawberries and whipped cream. Makes 15 to 20 pancakes.

Serve them with **Karo** syrup



Save this recipe!  
It's so new it's not on  
all the boxes yet  
B.C.





## Not a shadow of a doubt with Kotex

*Absorbency that doesn't fail*—Kotex gives you the trustworthy kind of protection you *need*. And you get trustworthy *softness*, too, for Kotex is made to stay soft while wearing.

*Holds its shape*—without twisting, roping or pulling. That's why this napkin retains its fit and comfort for hours.

*No revealing outlines*—because only Kotex of all leading brands has flat, pressed ends. Another important reason why Kotex is America's first choice in napkins. Select the absorbency best for you . . . so *very personally yours*.

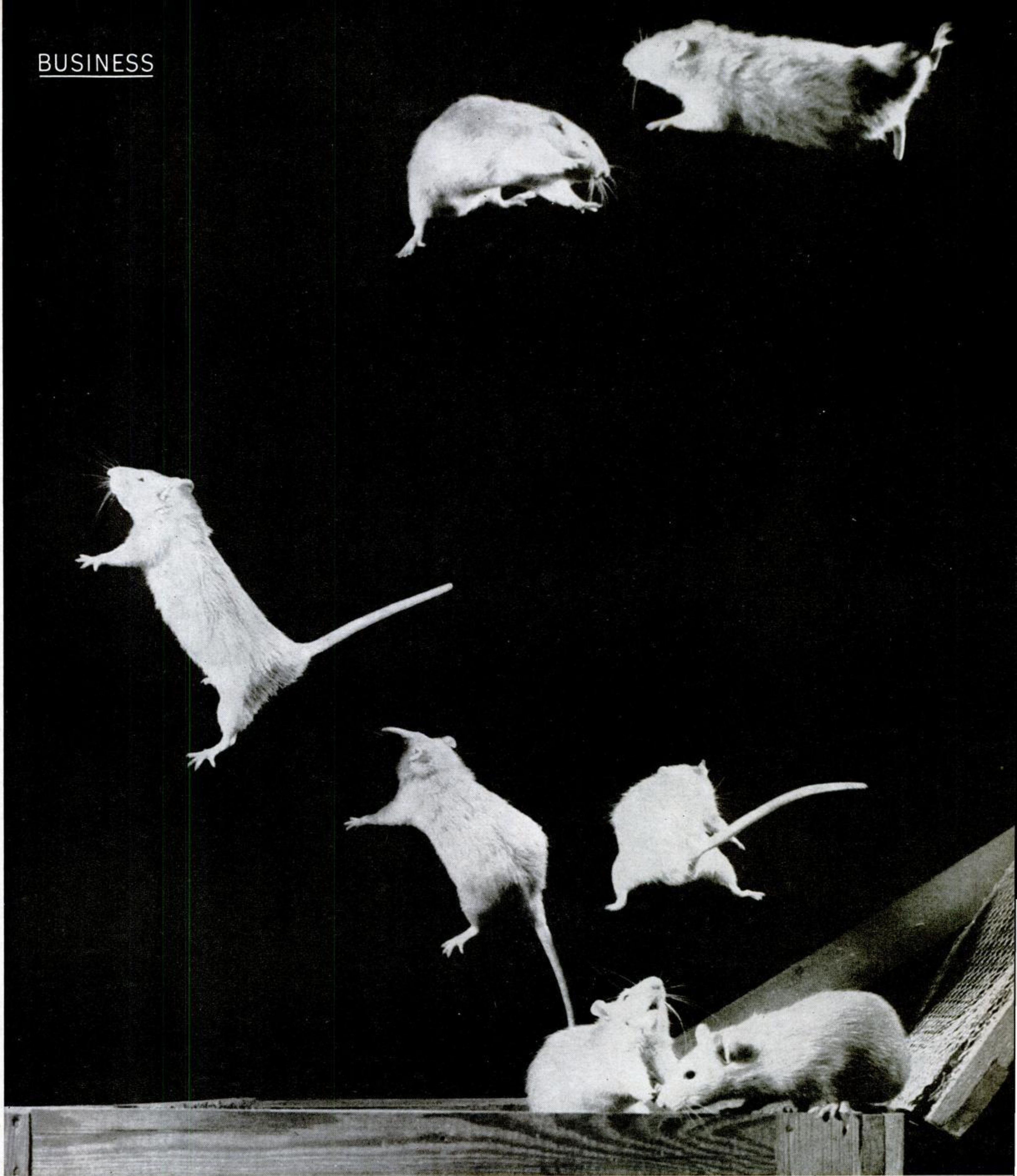
**Not a shadow of a doubt**—for the *prettiest* time of your life—Empire Green satin folded close; a pouf of a bow at the waist. The born-to-dance skirt overshadowed with a mist of blue nylon net. Designed by *Frank Starr*. Yours at leading stores.

Your choice of  
three absorbencies—  
Regular, Junior  
or Super Kotex



*More women choose Kotex\* than all other sanitary napkins*





BRUISE-RESISTANT LITTLE MURAS ARE TOSSED THROUGH THE AIR FROM ONE CAGE TO ANOTHER BY THEIR HANDLERS WHO ARE SORTING THEM BY COLOR

## A NEW FUR

A hybrid rodent named Mura  
has odd ways, a profitable pelt

Here, flying through the air, are a batch of tiny animals that may have a big economic future. They are a new kind of fur-bearing rodent named Mura which was developed by a patient Dortmund, Germany breeder named Krings. For some 26 years Krings cross-bred various kinds of rodents from South America, South Africa and Asia and finally produced an amazing creature that looks like a rat, purrs like a cat,

nibbles its food like a squirrel, multiplies faster than a rabbit and produces a water-repellent thick, glossy, short-haired pelt eminently suited for fur coats. Krings, who has "fixed" the Mura in five color strains, has sold all the fur coats he put on the market in Germany. He has patented his little animals and is trying to lease them out on a royalty basis to other breeders who will raise them for the fur market.





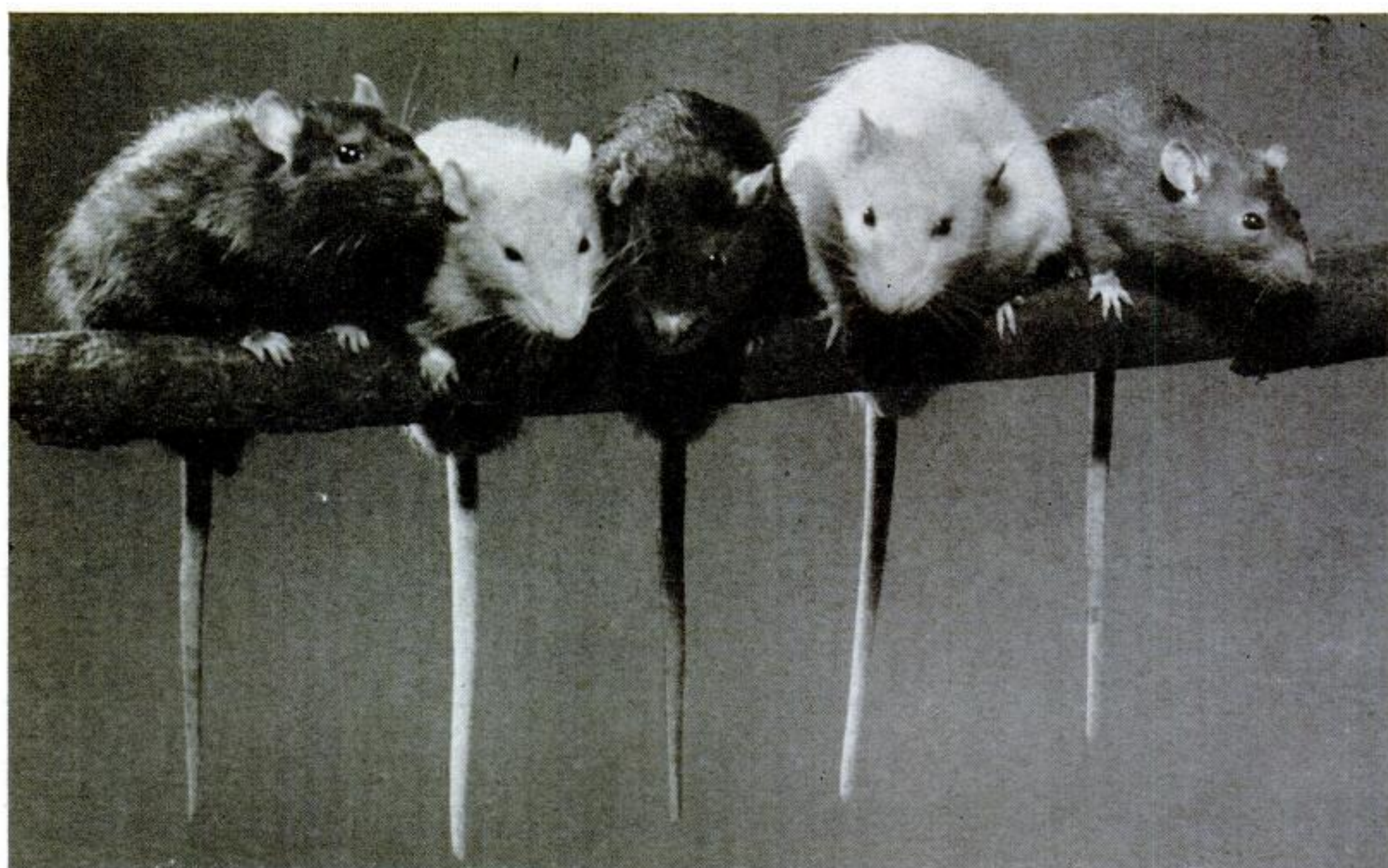
Add years of beauty to your expensive curtains, rugs, upholstery. Protect them from strong light and hot sun easily, economically with fine cloth window shades . . . in colors to complement your decoration. And remember, nothing but shades made of **CLOTH** . . . last so much longer . . . look so much better!

- **fit every window!** For smallest casement or widest picture window . . . there's a cloth shade easily available, inexpensively priced.
- **light-condition your rooms!** Choose shadow-proof cloth shades for room darkening . . . or translucent shades for soft diffused lighting.
- **easiest to care for!** No special brushes . . . no long hard work! Cloth shades look lovelier longer . . . with least effort.
- **complete the picture!** When buying new curtains or draperies . . . buy fresh, clean, new cloth shades, too. Don't do just half a job!

Why not look over your window shades . . . *now*? Take them down . . . measure rollers from metal tip to metal tip with yardstick. Then see your local dealer for fine, new cloth shades. Be sure the wrapper says **CLOTH**!



WINDOW SHADE MANUFACTURERS ASSOCIATION  
120 So. LaSalle Street, Chicago 3, Illinois



**FIVE LITTLE RODENTS** sitting on a stick are Breeder Krings's "fixed" strains certain to reproduce themselves

true to their natural color. From left to right they are his gray-brown, yellow, gray-black, white and blue-gray Muras.



**COAT AND MATERIAL** are displayed by Hildegard Krings, daughter of the Mura-breeder. It would require all

of the 300 Mura pelts spread on the table to make the \$600 coat which is being shown in background by Miss Krings.



*No more of this!*



GENERAL ELECTRIC'S Swivel-top gives you...

**"REACH-EASY" CLEANING!**

**Y**ou don't bump furniture with General Electric's wonderful new cleaner, because you don't drag it all around the room!

Instead, you leave it in the center of the average-size room all the while you're cleaning! And here's why—the cleaner's Swivel-top goes round with you as you go 'round the room. And the hose, longest of any cleaner made, lets you reach everywhere—from the top of your drapes to all the way under your couch—without once moving the cleaner!

With its lightweight aluminum wands and eight versatile attachments, this cleaner makes housekeeping almost effortless. And for suction power, no ordinary cleaner compares with the General Electric!



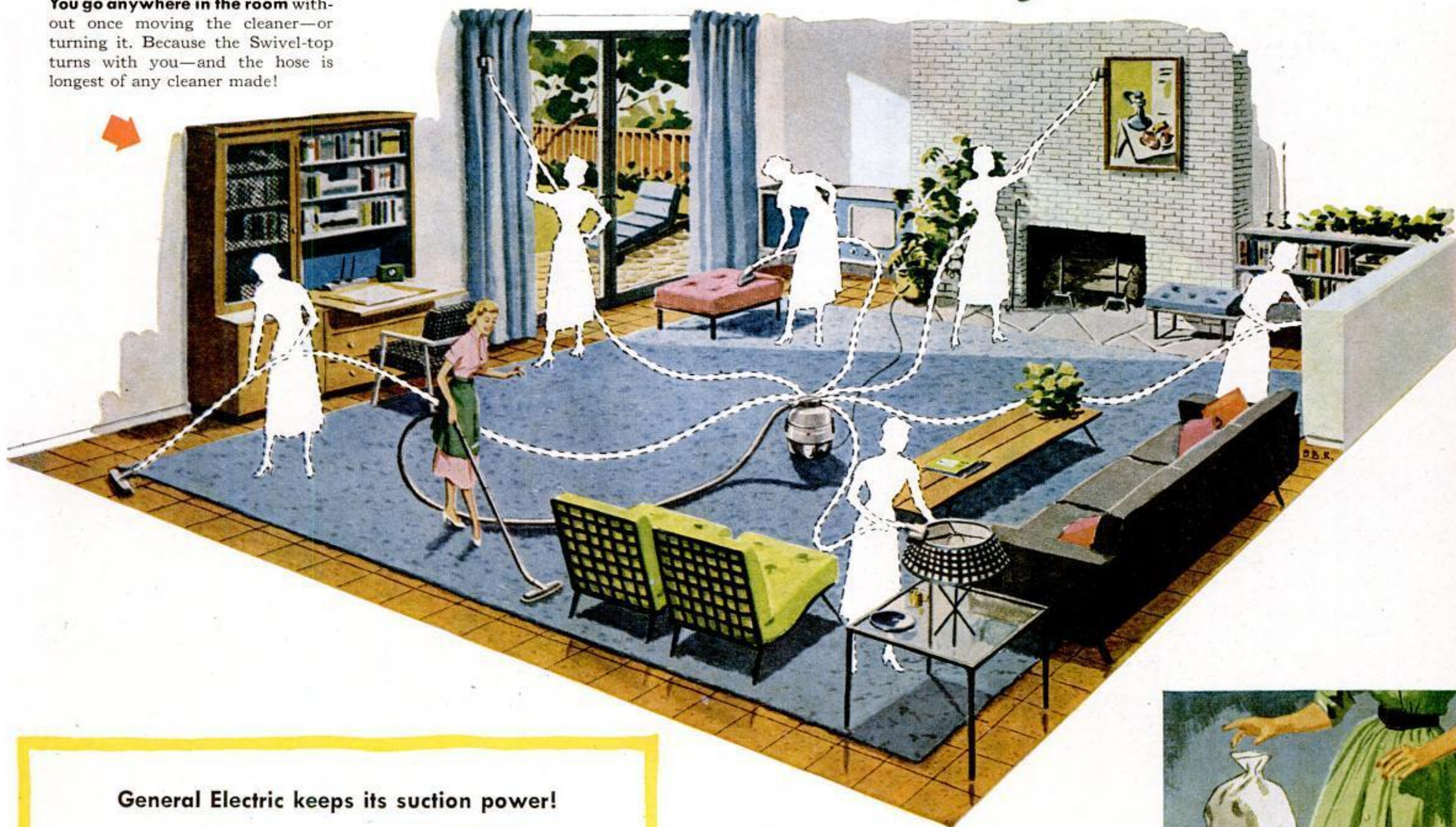
**\$89<sup>95</sup>\***  
NOW ONLY

**Model C1**

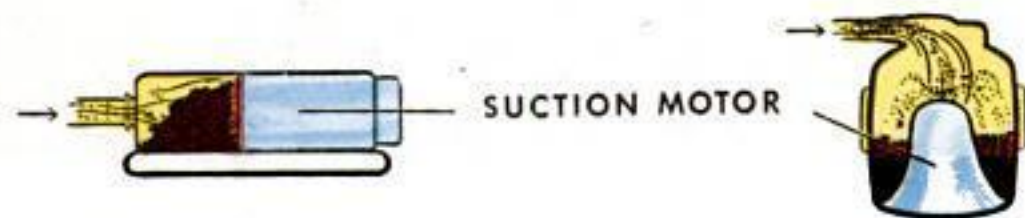
including caddy  
and eight attachments

*\*Manufacturer's recommended  
retail price.*

**You go anywhere in the room** without once moving the cleaner—or turning it. Because the Swivel-top turns with you—and the hose is longest of any cleaner made!



**General Electric keeps its suction power!**



**DIRT CLOGS CLEANER**

In the ordinary cleaner, dirt piles up against the suction motor—smothering its power. So the cleaner clogs like a pinched soda straw once it starts filling up.

**DIRT CAN'T CLOG CLEANER**

In the General Electric Cleaner, dirt falls away from the suction motor—not on top of it. So you get steady, strong cleaning power until this cleaner is full.

**This means** that you've always enough cleaning power to pick up the stubbornest dirt, lint or hairs!

And this cleaner's built to last, because it's built by General Electric. When you see it at your near-by General Electric dealer's you'll see what a wonderful buy it is! General Electric Company, Small Appliance Division, Bridgeport 2, Connecticut.



**Get this miniature! Win a big new G-E Cleaner!** A chance to own the wonderful G-E Swivel-top. Nothing to buy! No obligations! Get full details today at your G-E dealer's. And while there, ask how to get a unique miniature cleaner with sewing kit inside.



**You never touch or see dirt.** You just toss out the "Throw-Away" Bag—the largest made—a few times a year in the average-size household. No muss or fuss!

*You can put your confidence in—*

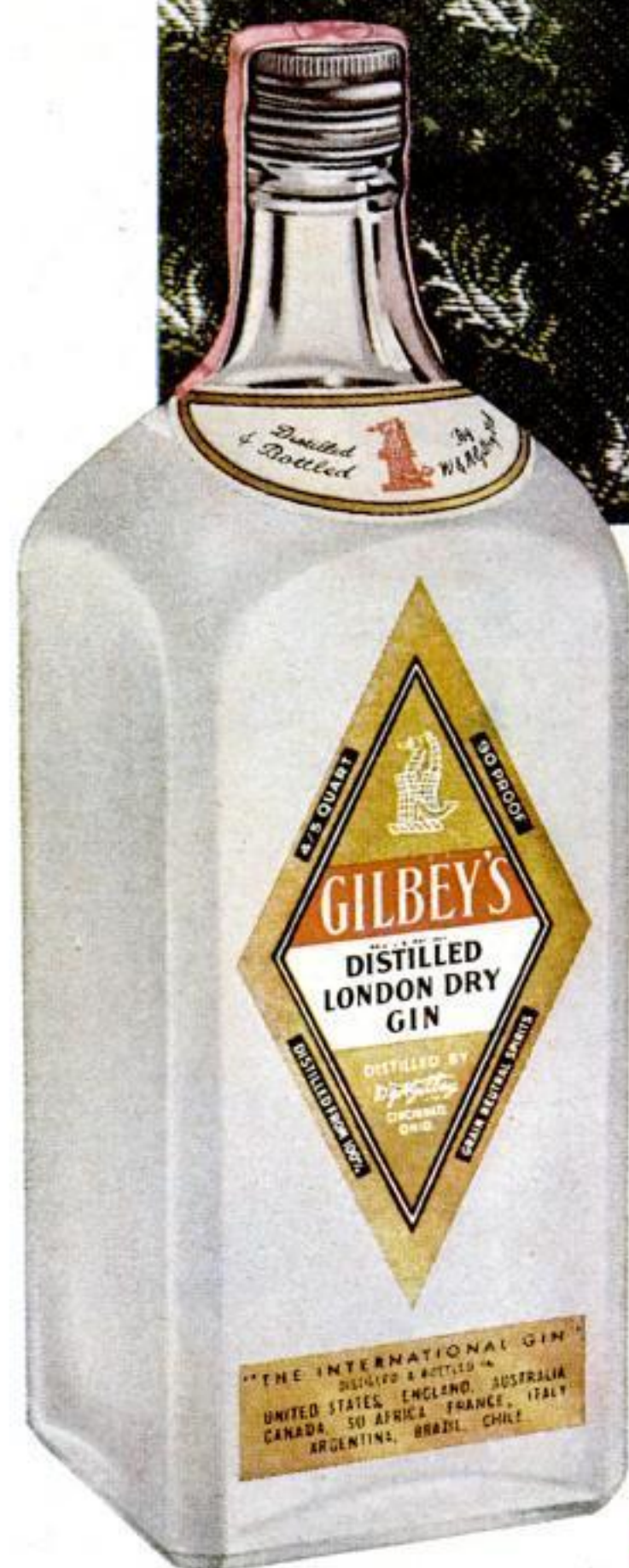
**GENERAL  ELECTRIC**





♦ this diamond

was well known on French playing cards during the reign of Louis Philippe of the House of Orleans.

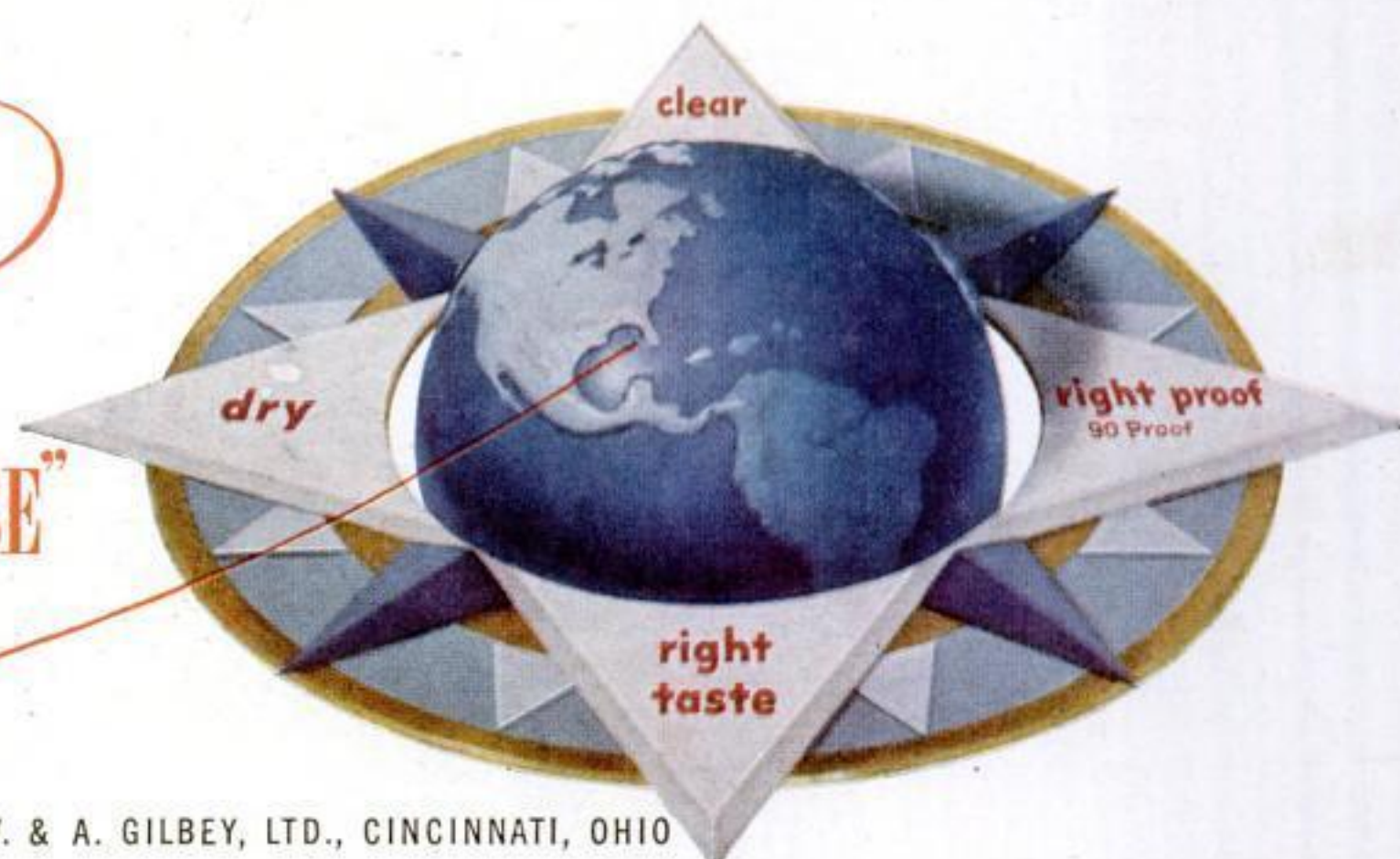


← this diamond

is well known the world over today. It's the label for the gin that's **dry**, naturally dry...

**clear**, crystal clear...the **right proof**, 90 proof  
...and the **right taste** for perfect mixing.

The world  
agrees  
on "GILBEY'S PLEASE"



GILBEY'S DISTILLED LONDON DRY GIN. 90 PROOF. 100% GRAIN NEUTRAL SPIRITS. W. & A. GILBEY, LTD., CINCINNATI, OHIO

THE INTERNATIONAL GIN—distilled and bottled in the United States, England, Canada, Australia, South Africa, France, Italy, Argentina, Brazil and Chile.





**LOUBENS' BODY** was left in cave after fatal 90-foot fall on 1952 descent.

## INTO THE EARTH ONCE AGAIN

### Spelunkers return for their dead

Most spelunkers (cave explorers) are lured under the earth by a will-o'-the-wisp compulsion to darkness, danger and depth. But Norbert Casteret, France's "father of speleology," and Dr. André Mairey had solid reasons for leading a return to the scene of last year's tragic descent (*LIFE*, Sept. 1, 1952) into one of the deepest caves mankind knows, at Pierre St. Martin in the Pyrenees. They wanted to bring up the body of Marcel Loubens, the comrade killed and buried there last year. They also wanted to test the hydroelectric potential of the cave's underground river and hoped to prove that the river flowed into France, a fact disputed by Spain. They failed in their sentimental aim, finding it too dangerous to remove Loubens' body. But they were partly successful (*next page*) in their practical objectives.



**NEW CAMP** is near the body and epitaph: "Here Marcel Loubens lived last days of courageous life."

**NEW DESCENT** is made by Dr. Mairey (*left*) who, in harness, is lowered into 1,158-foot shaft.



**For CHIN-CARESSING shaves...  
America's all-'round smoothest shaver!**

THE NEW  
REVOLUTIONARY

**Norelco**

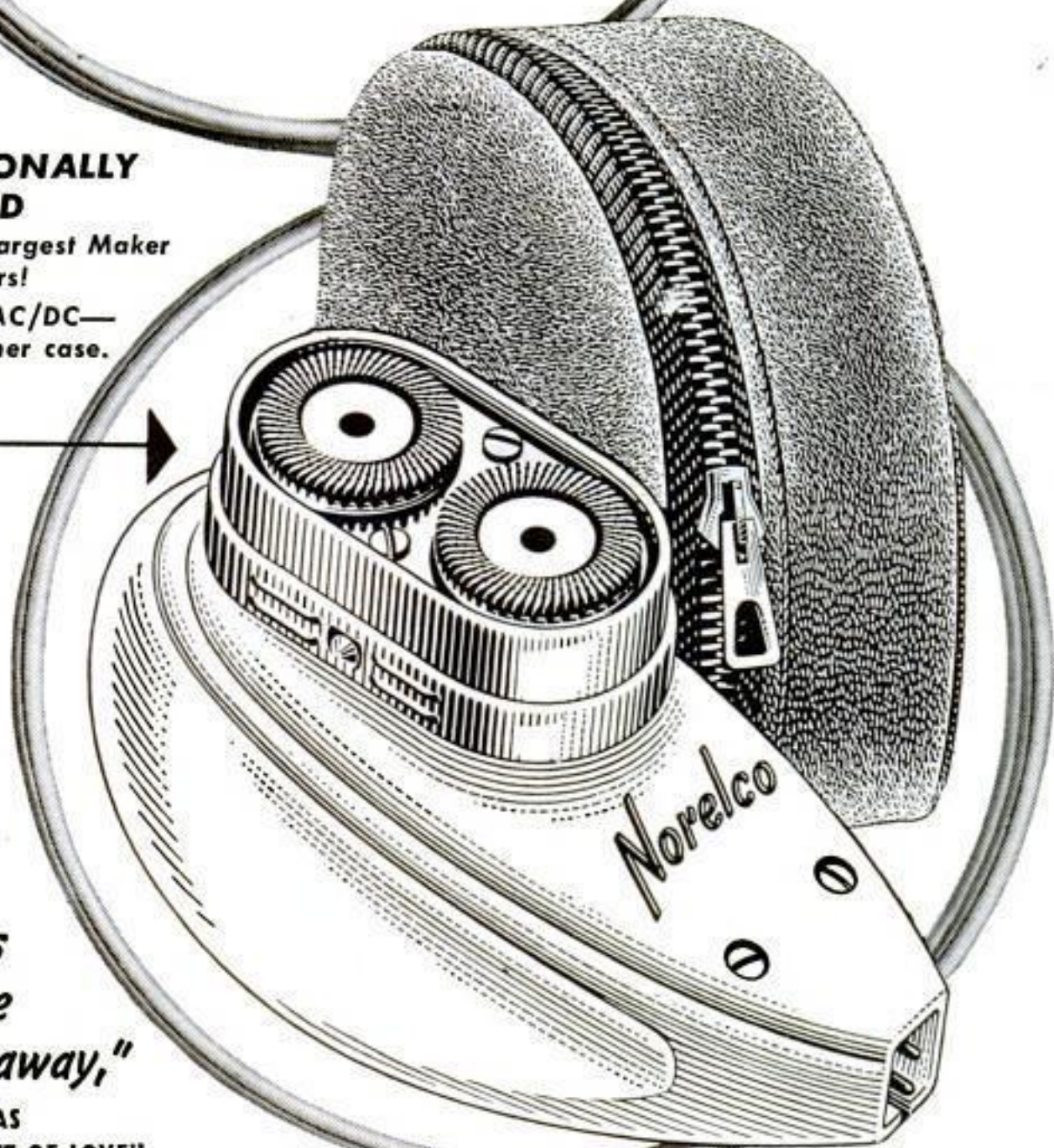
Rotary Action  
DOUBLE-HEADER

**UNCONDITIONALLY  
GUARANTEED**

by the World's Largest Maker  
of Electric Shavers!

Model SC7748 AC/DC—  
complete in leather case.

**\$24.95**



*"Just seems  
to massage  
my beard away,"*

says KIRK DOUGLAS  
starring in "AN ACT OF LOVE"  
released thru United Artists



Buy Norelco at leading department,  
sporting goods, electrical appliance,  
hardware, drug and jewelry stores.



**Norelco Electric Shavers**

North American Philips Company, Inc. 100 East 42nd Street, New York 17, N. Y.

SOLD IN CANADA AS PHILI-SHAVE. NORELCO SHAVERS SERVICED THROUGHOUT THE WORLD BY PHILIPS.

Into the Earth CONTINUED

## RIVER TRACED, CASCADE FOUND



**KAKAUETA GORGE**, on surface outside caves, is explored by rubber boat. Explorers found dye put in underground river emerged here, on French soil.



**UNDERGROUND WATERFALL** is examined by Dr. Mairey. Explorers believe falls, found this year at about 2,200 feet, indicate usable water power.



# NEW COCONUT CAKE

## FROSTS ITSELF!

### It's Durkee's New Coconut Upside Down Cake

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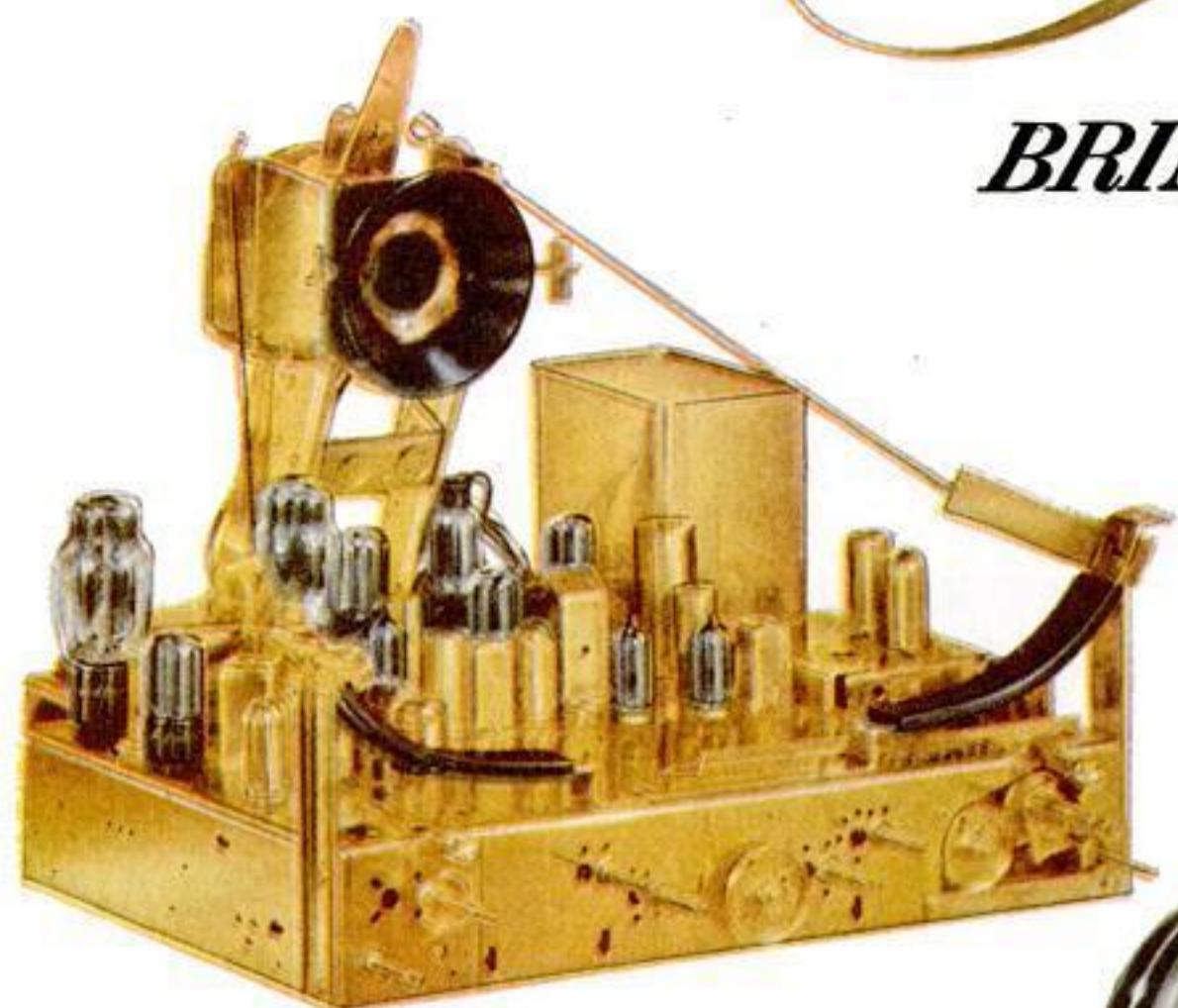


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SIR WINSTON CHURCHILL sat for a new portrait by LIFE in the upstairs library of Chartwell, his private home outside London. He had just spent a long morning re-reading and polishing Volume VI of his memoirs,

had had a hearty lunch and was relaxing for a few minutes with his post-prandial cigar before going to a cabinet meeting. It is in this book-lined, memento-decorated study that Sir Winston wrote most of his memoirs.



BEGINNING FINAL VOLUME OF HIS NOBEL PRIZE-WINNING MEMOIRS:

# TRIUMPH AND TRAGEDY

By SIR WINSTON CHURCHILL

D-day impresses even Stalin . . . a 'divergence' with U.S. helps  
Reds clamp hold on the Balkans . . . a portentous talk with Tito

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LIFE, which has published the first five volumes of Winston Churchill's Nobel Prize-winning memoirs of World War II, here begins publication of the sixth and final volume which will appear in five instalments. This volume is titled *Triumph and Tragedy* and, he writes, it "concludes my personal narrative. . . . Between the Anglo-American landings in Normandy on June 6, 1944, and

the surrender of all our enemies fourteen months later, tremendous events struck the civilized world." Sir Winston's account concludes at the Potsdam meeting, when his tenure as Prime Minister ended. "I have called this volume *Triumph and Tragedy*," he writes, "because the overwhelming victory of the Grand Alliance has failed so far to bring general peace to our anxious world."

OUR long months of preparation and planning for the greatest amphibious operation in history ended on D Day, June 6, 1944. During the preceding night the great armadas of convoys and their escorts sailed, unknown to the enemy, along the swept channels from the Isle of Wight to the Normandy coast. Heavy bombers of the Royal Air Force attacked enemy coast-defence guns in their concrete emplacements, dropping nearly six thousand tons of bombs. When dawn broke the United States air force heavy bombers came on the scene to deal with other shore defences, followed by medium and fighter-bombers. In the twenty-four hours of June 6 the Allies flew over 14,600 sorties. So great was our superiority in the air that all the enemy could put up during daylight over the invasion beaches was a mere hundred sorties.

As dawn came and the ships, great and small, began to file into their prearranged positions for the assault the scene might almost have been a review. Immediate opposition was limited to an attack by torpedo-boats, which sank a Norwegian destroyer. Even when the naval bombardment began, the reply from the coastal batteries was desultory and ineffective. There was no doubt that we had achieved a tactical surprise.

As soon as the foremost infantry got ashore they dashed forward towards their objectives, and in every case except one made good progress. On "Omaha" beach the Vth American Corps

ran into severe resistance. By an unlucky chance the enemy defences in this sector had recently been taken over by a German division in full strength and on the alert. Our Allies had a very stiff fight all day to make any lodgment at all, and it was not until the 7th that, after losing several thousand men, they were able to force their way inland. Although we did not gain all we sought, the progress made on the first two days of the assault was judged very satisfactory.

By the afternoon I felt justified in reporting to Stalin.

6 June 44

"Everything has started well. The mines, obstacles, and land batteries have been largely overcome. The air landings were very successful, and on a large scale. Infantry landings are proceeding rapidly, and many tanks and self-propelled guns are already ashore. Weather outlook moderate to good."

His answer was prompt, and contained welcome news of the highest importance.

6 June 44

"I have received your communication about the success of the beginning of the 'Overlord' operations. It gives joy to us all and hope of further successes.

"The summer offensive of the Soviet forces, organised in accordance with the agreement at the Teheran Conference, will begin towards the middle of June on one of the important sectors of the front. The general offensive of the Soviet forces will develop by stages by means of the



ON THE NORMANDY BEACHHEAD on D-day-plus-six Churchill watches attacking German planes. With him are (left to right) Smuts, Montgomery, Sir Alan Brooke. A veteran of five campaigns (Cuba, Mamund Valley, Omdurman, South Africa and World War I), he is as much an army man as a navy man, as evidenced by the bust of Napoleon on his desk on the opposite page.





ON THE HOME FRONT Churchill, his wife (left) and daughter sit in an open field and watch

artillery fire at V-I's. This defense battery is a few miles from Chartwell, his private home.



AT THE FRONT LINES British infantrymen take cover behind a hedgerow outside of Caen.

## CHURCHILL'S MEMOIRS CONTINUED

successive bringing of armies into offensive operations. At the end of June and during July offensive operations will become a general offensive of the Soviet forces.

"I shall not fail to inform you in due course of the progress of the offensive operations."

I received another telegram from Stalin:

"As is evident, the landing, conceived on a grandiose scale, has succeeded completely. My colleagues and I cannot but admit that the history of warfare knows no other like undertaking from the point of view of its scale, its vast conception, and its masterly execution. As is well known, Napoleon in his time failed ignominiously in his plan to force the Channel. The hysterical Hitler, who boasted for two years that he would effect a forcing of the Channel, was unable to make up his mind even to hint at attempting to carry out his threat. Only our Allies have succeeded in realising with honour the grandiose plan of the forcing of the Channel. History will record this deed as an achievement of the highest order."

The word "grandiose" is the translation from the Russian text which was given me. I think that "majestic" was probably what Stalin meant.

On June 10 General Montgomery reported that he was sufficiently established ashore to receive a visit. I therefore set off in my train to Portsmouth, with Smuts, Brooke, General Marshall, General Arnold and Admiral King. A British and an American destroyer awaited us, and we crossed the Channel without incident to our respective fronts. Montgomery, smiling and confident, met me at the beach as we scrambled out of our landing-craft. We drove through our limited but fertile domain in Normandy. The fields were full of lovely red and white cows basking or parading in the sunshine. The inhabitants seemed quite buoyant and well nourished and waved enthusiastically. Montgomery's headquarters, about five miles inland, were in a château with lawns and lakes around it. We lunched in a tent looking towards the enemy. The General was in the highest spirits. I asked him how far away was the actual front. He said about three miles. I asked him if he had a continuous line. He said, "No." "What is there then to prevent an incursion of German armour breaking up our luncheon?" He said he did not think they would come. The staff told me the château had been heavily bombed the night before, and certainly there were a good many craters around it. I told him he was taking too much of a risk if he made a habit of such proceedings.

We made a considerable inspection of our limited bridgehead, and then Smuts, Brooke, and I went aboard the destroyer *Kelvin* for the trip home. Admiral Vian, who now commanded all the flotillas

and light craft protecting the Arromanches harbour, was on board. He proposed that we should go and watch the bombardment by the battleships and cruisers protecting the British left flank. Accordingly we passed between the two battleships and through the cruiser squadron, and soon we were within seven or eight thousand yards of the shore, which was thickly wooded. The bombardment was leisurely and continuous, but there was no reply from the enemy. As we were about to turn I said to Vian, "Since we are so near, why shouldn't we have a plug at them ourselves before we go home?" He said, "Certainly," and in a minute or two all our guns fired on the silent coast. We were of course well within the range of their artillery, and the moment we had fired Vian made the destroyer turn about and depart at the highest speed. This is the only time I have ever been on board one of His Majesty's ships when she fired "in anger"—if it can be so called. I admired the Admiral's sporting spirit.

I now sent a report to the President:

"... I had a jolly day ... on the beaches and inland. There is a great mass of shipping extended more than fifty miles along the coast. It is being increasingly protected against weather by the artificial harbours, nearly every element of which has been a success, and will soon have effective shelter against bad weather. The power

## CHURCHILL ON TIBERIUS,

Every now and then in his memoirs Sir Winston pauses to make a salty and provocative comment on anything that crosses his mind. Here is a selection of comments made in the period covered by this instalment.

After a rough voyage to the Normandy beaches: "... As one gets older seasickness retreats. I did not succumb. ..."

During an inspection of the Italian front, a short rest at Capri evoked a historical observation. "... I summoned up in my mind all I could remember about the Emperor Tiberius. Certainly in Capri he had chosen an agreeable headquarters from which to rule the world."

Always on the alert to protect Britain's name, he remarked in a note to the Secretary of State for War: "How is it that the 36th Indian Division consists of two British brigades? There is much to be said for humility in the world, but to call a British division an Indian division is really going below the level of grovelling to which we have been subject. If they are British troops let them be called British troops."





Normandy's *bocage* country slowed the advance into a fierce battle for every tangled hedgerow.



BEHIND THE FRONT LINES the Maquis of the French underground, spurred by the

Normandy landings, step up their guerrilla war. Here they attack Nazis holed up in a farmhouse.

of our air and of our anti-U-boat forces seems to ensure it a very great measure of protection. After doing much laborious duty we went and had a plug at the Hun from our destroyer, but although the range was six thousand yards he did not honour us with a reply. . . . "How I wish you were here!"

ONCE ashore the first need of the Allies was to consolidate the immediate defence of their beaches and form a continuous front by expanding from them. The enemy fought stubbornly and were not easily overcome. The *bocage* which covers much of Normandy consists of a multitude of small fields divided by banks, with ditches and very high hedges. Artillery support for an attack is thus hindered by lack of good observation and it was extremely difficult to use tanks. Nevertheless good progress was made.

On June 17, at Margival, near Soissons, Hitler held a conference with Rundstedt and Rommel. His two generals pressed on him strongly the folly of bleeding the German Army to death in Normandy. They urged that before it was destroyed the Seventh Army should make an orderly withdrawal towards the Seine, where, together with the Fifteenth Army, it could fight a defensive but mobile battle with at least some hope of success. But Hitler would not agree.

## INDIANS, CHINA, SEASICKNESS

A memo to Foreign Secretary Eden stated the Prime Minister's views on China: "... That China is one of the world's four Great Powers is an absolute farce. . . ."

At the height of an Anglo-American argument, Churchill sent a private memo to his Chief of Staff Committee: "... I hope you realize that an intense impression must be made upon the Americans that we have been ill-treated and are furious. . . . If we take everything lying down there will be no end to what will be put upon us."

And on a visit to Rome, Churchill met the leaders of war-torn Italy's many political parties. "What is your party?" I asked one group. "We are the Christian Communists," their chief replied. I could not help saying, "It must be very inspiring to your party, having the Catacombs so handy." They did not seem to see the point, and, looking back, I am afraid their minds must have turned to the cruel mass executions which the Germans had so recently perpetrated in these ancient sepulchres. One may however be pardoned for making historical references in Rome."

Here, as in Russia and Italy, he demanded that no ground should be given up and all should fight where they stood. The generals were of course right. Hitler's method of fighting to the death on all fronts at once lacked the important element of selection.

Meanwhile, in the battle area along the coast our consolidation was making headway. By June 19 the two "Mulberry" harbours [see color picture, p. 85], one at Arromanches, the other ten miles farther west, in the American sector, were making good progress. But then a four-day gale began which almost entirely prevented the landing of men and material, and did great damage to the newly sunk breakwaters. This gale was a severe misfortune. We were already behind our programme of unloading. The break-out was equally delayed, and on June 23 we stood only on the line we had prescribed for the 11th.

By the middle of July, thirty Allied divisions were ashore. Half were American and half British and Canadian.\* Against these the Germans had gathered twenty-seven divisions. But they had already suffered 160,000 casualties, and General Eisenhower estimated their fighting value as no higher than sixteen divisions.

An important event now occurred. On July 17 Rommel was severely wounded. His car was attacked by our low-flying fighters, and he was carried to hospital in what was thought a dying condition. In early July Rundstedt was replaced in the over-all command of the Western Front by von Kluge, a general who had won distinction in Russia.

General Rommel made a wonderful recovery, however, in time to meet his death later on at Hitler's orders. Hitler believed that Rommel was implicated in the plot to assassinate him on July 20.

According to the most trustworthy story, Colonel von Stauffenberg had placed under Hitler's table, at a staff meeting, a small case containing a time-bomb. Hitler was spared from the full effect of the explosion by the heavy table-top and its supporting crosspieces, and also by the light structure of the building itself, which allowed an instantaneous dispersal of the pressures. Several officers present were killed, but the Fuehrer, though badly shaken and wounded, arose exclaiming, "Who says I am not under the special protection of God?" All the fury of his nature was aroused by this plot, and the

\*After D-day the Western Allied Command was as follows: Eisenhower in over-all command, directing operations from England; Montgomery as tactical commander of all land forces; Bradley, under Montgomery, in command of all U.S. troops, which then consisted of the U.S. First Army. When the U.S. Third Army joined the First to form the Twelfth Army Group, Bradley took command of the group. Eisenhower then moved his headquarters to the Continent and on Sept. 1 became commander in the field of all invasion forces. Bradley and Montgomery served under him in equal capacity.





BEFORE THE GALE of June 19–22, 1944 artificial “mulberry” harbor on Omaha Beach looked like this. Layout of harbors is shown on opposite page.



AFTER THE GALE wreckage of “mulberry” strews Omaha Beach. Usable parts were moved to Arromanches to repair less damaged harbor there.

## CHURCHILL'S MEMOIRS CONTINUED

vengeance which he inflicted on all suspected of being in it makes a terrible tale.

The hour of the great American break-out under General Omar Bradley came at last. On July 25 their VIIth Corps struck southwards from St. Lô, and the next day the VIIIth Corps, on their right, joined the battle. The bombardment by the United States air force had been devastating, and the infantry assault prospered. Then the armour leaped through and swept on to the key point of Coutances. The German escape route down that coast of Normandy was cut, and the whole German defence west of the Vire River was in jeopardy and chaos. The roads were jammed with retreating troops, and the Allied bombers and fighter-bombers took a destructive toll of men and vehicles. The advance drove forward. Avranches was taken on July 31, and soon afterwards the sea corner, opening the way to the Brittany peninsula, was turned.

While Brittany was thereupon being cleared or cooped the rest of Patton's Third Army drove eastward. Few Germans were found in all this wide region, and the main difficulty was supplying the advancing Americans over long and ever-lengthening distances. Except for a limited air-lift, everything had still to come from the beaches of the original landing and pass down the western side of Normandy through Avranches to reach the front. Avranches therefore became the bottle-neck, and offered a tempting opportunity for a German attack striking westward from the neighbourhood of Falaise. The idea caught Hitler's fancy, and he gave orders for the maximum possible force to cut this vital supply line. On August 7 five Panzer and two infantry divisions delivered a vehement attack.

The blow fell on a single U.S. division, but it held firm and three others came to its aid. After five days of severe fighting and concentrated bombing from the air the audacious onslaught was thrown back in confusion, and the whole salient from Falaise to Mortain, full of German troops, was at the mercy of converging attacks from three sides. The Germans held stubbornly on to the jaws of the gap at Falaise and Argentan, and no fewer than eight German divisions were annihilated. What had been the Falaise pocket was their grave.

Eisenhower was determined to avoid a battle for Paris, preferring to encircle the capital and force the garrison to surrender or flee. By August 20 the time for action had come. Patton had crossed the Seine near Mantes, and his right flank had reached Fontainebleau. The French Underground had revolted. The police were on strike.

Attached to the U.S. First Army was the French 2nd Armoured Division, under General Leclerc, which had landed in Normandy on August 1, and played an honourable part in the advance. De Gaulle arrived on the 23rd, and was assured by the Supreme Allied Commander that when the time came—and as had been long agreed—Leclerc's troops would be the first in Paris. Leclerc was told to march. On August 24 the first detachments moved on the city from Rambouillet, where they had arrived from Normandy the day before. That night a vanguard of tanks reached the Porte d'Orleans, and at 9:22 precisely entered the square in front of the Hôtel de Ville. By the next afternoon the German commander, General von Choltitz, surrendered to a French lieutenant. Leclerc had meanwhile arrived and about four o'clock von Choltitz was taken before him.

This was the end of the road from Dunkirk to Lake Chad and home again. In a low voice Leclerc spoke his thoughts aloud: “*Maintenant, ça y est,*” and then in German he introduced himself to the vanquished. After a brief and brusque discussion the capitulation of the garrison was signed.

The city was given over to a rapturous demonstration. German prisoners were spat at, collaborators dragged through the streets, and the liberating troops fêted. Next afternoon, on August 26, de Gaulle made his formal entry on foot down the Champs Élysées to the Place de la Concorde, and then in a file of cars to Notre Dame. There was considerable firing from inside and outside the cathedral by hidden collaborators. The crowd scattered, but after a short moment of panic the solemn dedication of the liberation of Paris proceeded to its end.

By August 30 our troops were crossing the Seine at many points. Enemy losses had been tremendous: 400,000 men, half of them prisoners, 1,300 tanks, 20,000 vehicles, 1,500 field guns. The Allied break-out from the beach-head had been delayed by bad weather and Hitler's mistaken resolve. But once that battle was over everything went with a run, and the Seine was reached six days ahead of the planned time.

There has been criticism of slowness on the British front in Normandy, and the splendid American advances of the later stages seemed to indicate greater success on their part than on ours. It is therefore necessary to emphasise again that the whole plan of campaign was to pivot on the British front and draw the enemy's reserves in that direction in order to help the American turning movement. The object of the Second British Army was described in its original plan as “to protect the flank of the U.S. armies while the latter captured Cherbourg, Angers, Nantes, and the Brittany ports.” By determination and hard fighting this was achieved. General Eisenhower, who fully comprehended the work of his British comrades, wrote in his official report: “Without the great sacrifices made . . . by the Anglo-Canadian armies in the . . . brutal, slugging battles . . . for Caen and . . . Falaise, the spectacular advances made elsewhere by the Allied forces could never have come about.”

**T**HE long-studied assault on England by unmanned missiles now began: the target was Greater London. For more than a year we had argued among ourselves about the character and scale of the attack, and every preparation which our wits could devise and our resources permit had been made in good time.

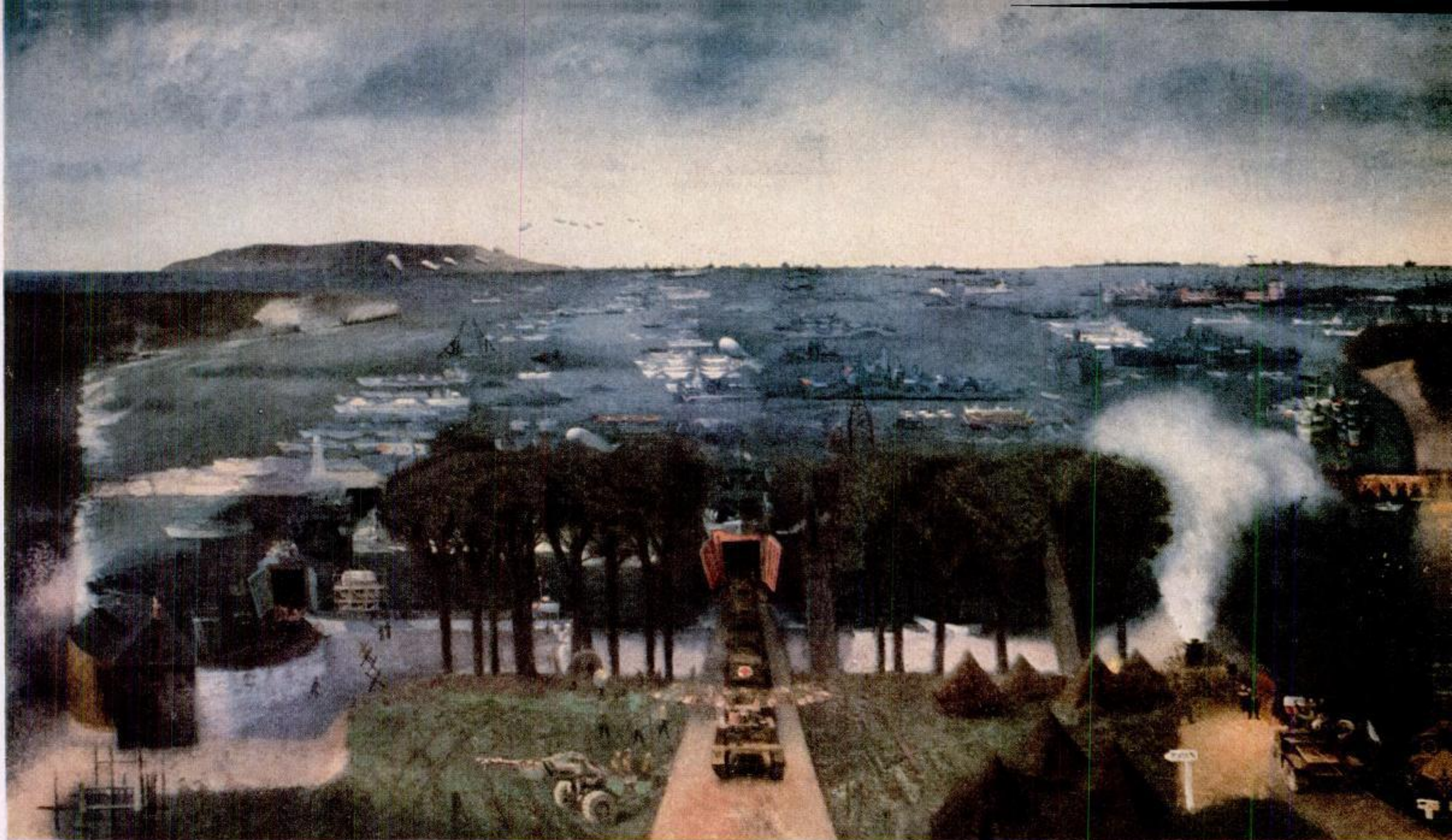
Earlier I had telegraphed Stalin:

“ . . . You may safely disregard all the German rubbish about the results of their flying bomb. It has had no appreciable effect upon the production or life of London. Casualties during the seven days it has been used are between ten and eleven thousand. The streets and parks remain full of people enjoying the sunshine when off work or duty. Parliament debates continually throughout the alarms. . . . The people are proud to share in a small way the perils of our own soldiers and of your soldiers, who are so highly admired in Britain. . . .”

Nevertheless the strain in London was considerable. The new

**TEXT CONTINUED ON PAGE 89**





**THE GREAT ARMADA GETS READY** for the invasion of Normandy. This painting compresses onto one canvas the intense activity British War Artist Richard Eurich saw around the British ports in May of 1944. Every

conceivable type of ship waits her turn to load supplies and men. In the foreground under camouflage nets, tanks and ambulances chug aboard landing craft. Barrage balloons hover protectively over the busy scene.



**HUGE HARBOR SPRINGS UP** on the Normandy beaches formed of caissons and pierheads which were floated across the channel and lowered at Omaha Beach and Arromanches. It was Churchill who first suggested

the "mulberry" harbors (their war code name). This diorama of the Arromanches harbor is in Sir Winston's Chartwell library. "They wanted to call [it] 'Port Churchill,' " he writes. "But this for various reasons I forbade."

CONTINUED ON NEXT PAGE





THE BIG BREAKOUT after the invasion came at St. Lô. The allies hit the town with a concentration of aerial bombardment and artillery for weeks. Then the infantry and

tanks drove in and German prisoners were rounded up (*right*). St. Lô was reduced to rubble, leaving only a stubby pile where the town's historic cathedral had been (*center*).



AFTERMATH OF THE BREAKOUT is shown in this desolate scene, depicted by Ogden Pleissner, the LIFE war artist who made both of these paintings of St. Lô. The

cathedral stands forlornly amidst the ruins of the town. The Nazis had dug themselves into countless emplacements through St. Lô, had almost literally to be dug out.





END OF A RETREAT comes for the Nazis at Falaise. They had tried to cut the Allied supply line but were driven back. While Allied flank attacks closed the "Falaise

Pocket," British rocket-firing "Typhoons" blasted the retreating German columns, leaving the devastation shown in this painting by British War Artist Frank Wootton.



END OF A BUZZ BOMB that had been aimed at London is painted by British War Artist Leslie Cole. Many of Britain's antiaircraft gun defenses were placed along the

coast to knock the flying bombs down before they reached the city. This one, said Artist Cole, veered about the sky "like a wounded animal searching for the gun that hit it."

CONTINUED ON NEXT PAGE





PARIS' COMEBACK was rapid, partly because, as Sir Winston explains, Eisenhower decided not to make a frontal assault on the city. Shortly after Paris was free again, LIFE's Artist-Correspondent Gladys Rockmore Davis

visited the French capital. There, where Wehrmacht boots had thumped a short time before, she painted this peaceful scene of bicyclists, a short-skirted mademoiselle, a flower stand and a GI at the Arc de Triomphe.





### FLURRY OF PANIC IN PARIS

In the midst of the formal ceremonies of the liberation of Paris, collaborators suddenly started sniping from the rooftops at General de Gaulle. Some answering fire came from the crowd, but most of

those who had come to celebrate the freedom of Paris found themselves hugging the pavements in momentary terror. The flurry was over shortly, and soon Paris was back to normal (*opposite page*).

### CHURCHILL'S MEMOIRS CONTINUED

weapon [the V-1], soon called "doodlebug" or "buzz-bomb," imposed a burden perhaps even heavier than the air-raids of 1940 and 1941. Suspense and strain were more prolonged. Dawn brought no relief, and cloud no comfort. The man going home in the evening never knew what he would find; his wife, alone all day or with the children, could not be certain of his safe return. The blind impersonal nature of the missile made the individual on the ground feel helpless. There was little that he could do, no human enemy that he could see shot down.

Our Intelligence had accurately foretold six months before how the missiles would perform, but we had not found it easy to prepare fighter and gun defences of adequate quality. Hitler had in fact believed, from trials he had witnessed of a captured Spitfire against a flying bomb, that our fighters would be useless. Our timely warning enabled us to disappoint him, but only by a narrow margin. Our fastest fighters, specially stripped and vigorously boosted, could barely overtake the speediest missiles. We had realised of course that some bombs would escape both fighters and guns, and these we tried to parry by a vast balloon barrage deployed to the south and south-east of London. In the course of the campaign the barrage did in fact catch 232 bombs, each of which would almost inevitably have fallen somewhere in the London area.

Nor had we been content with defensive measures. The original "ski sites," ninety-six in number, from which the bombs were to have been launched in France had been heavily attacked by our bombers from December, 1943 onwards and substantially eliminated. But, despite all our efforts, the enemy had succeeded in launching the assault from new and less pretentious sites, and bombs were penetrating our defences in numbers which, although far smaller than the enemy had originally hoped, were presenting us with many problems.

We now know that Hitler had thought that the new weapon would be "decisive" in fashioning his own distorted version of peace. Even his military advisers, who were less obsessed than their master, hoped that London's agony would cause some of our armies to be diverted to a disastrous landing in the Pas de Calais in an attempt to capture the launching sites. But neither London nor the Government flinched, and I had been able to assure General Eisenhower on June 18 that we would bear the ordeal to the end, asking for no change in his strategy in France.

On September 8, a week after the main V-1 bombardment ceased, the Germans launched their first two rockets [the V-2] against London. About thirteen hundred were fired against England in the next seven months. Many fell short, but about five hundred hit London. On the average each rocket caused about twice as many casualties as a flying bomb. Although the war-heads were of

CONTINUED ON NEXT PAGE



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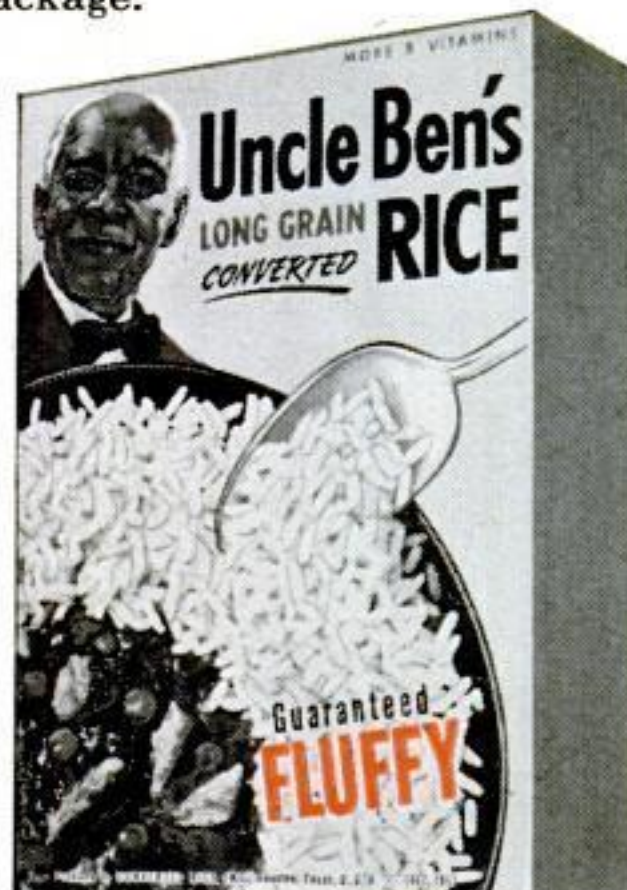
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## CHURCHILL'S MEMOIRS CONTINUED

much the same size, the strident engine of the flying bomb warned people to take cover. The rocket approached in silence.

Every effort was made to complete the remaining gaps in our knowledge about the size, performance and characteristics of the rocket. Fragmentary evidence from many sources was pieced together by our Intelligence Services and presented to the committee in charge of defence. These calculations were confirmed by a lucky and freak error in the trials at Peenemünde on June 13. According to a prisoner the explanation was as follows: For some time the Germans had been using glider bombs against our shipping. These were launched from aircraft and guided to the target by radio. It was now decided to see whether a rocket could be steered in the same way. An expert operator was obtained, and placed in a good position to watch the missile from the start. The Peenemünde experimenters were well accustomed to seeing a rocket rise, and it had not occurred to them that the glider-bomb expert would be surprised by the spectacle. But surprised he was, so much so that he forgot his own part in the procedure. In his astonishment he pushed the control lever well off to the left and held it there.



## COLLABORATION'S PRICE

Victory in France brought its excesses. Here, in the Corsican village of Pisciatello, a woman accused of prostituting herself to the Germans has her head shaved. She was then stripped and sent walking naked down the road out of town. This was one of three women who were seized by a local patriot group, summarily tried at the village crossroads, convicted and grotesquely punished.

The rocket obediently kept turning to the left, and by the time the operator had pulled himself together it was out of control range and heading for Sweden. There it fell. We soon heard about it, and after some negotiations the remains were brought to Farnborough, where our experts sorted out the battered fragments with noteworthy success.

Our efforts confined the attack to four or five hundred rockets a month, shared between London and the Continent, compared with an intended rate of nine hundred. Thus, although we could do little against the rocket once it was launched, we postponed and substantially reduced the weight of the onslaught.

Despite the great technical achievements of the rocket, Speer, the highly competent German Minister of Munitions, deplored the effort that had been put into making these weapons. He asserted that each one took as long to produce as six or seven fighters, which would have been far more useful, and that twenty flying bombs could have been made for the cost of one rocket. It was fortunate that the Germans spent so much effort on rockets instead of on bombers. Even our Mosquitoes, each of which was probably no dearer than a rocket, dropped on the average 125 tons of bombs per aircraft within one mile of the target during their life, whereas the rocket dropped one ton only, and that with an average error of fifteen miles.

CONTINUED ON PAGE 93





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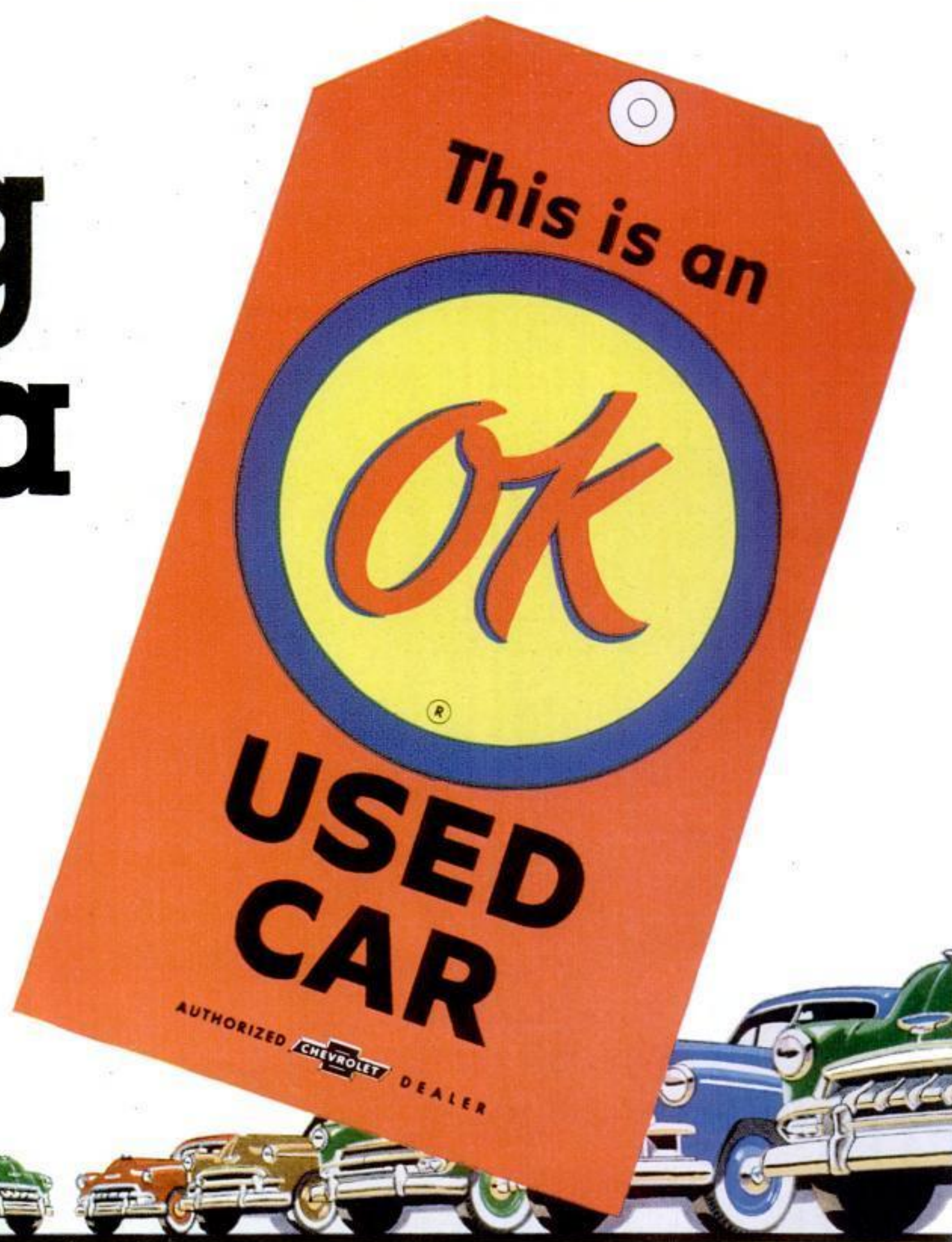


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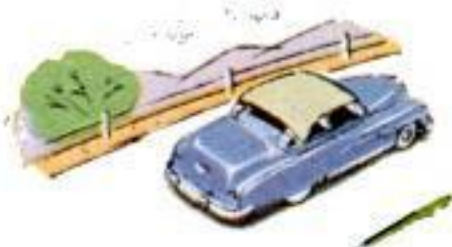
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**OR IS THIS YOU**—having clothes dried automatically in your new Kelvinator Automatic Dryer? It turns irksome labor into carefree leisure . . . and with this new kind of dryer you get safer, surer drying. Clothes come out softer, fluffier, "sunshine-fresh" . . . need less ironing, stay new longer.

# New! Kelvinator work-saving Clothes Dryer

## the Only One with these 3 safety features!

**Gently breeze-dries your clothes in any weather, any hour, any day of the week.**

Throw away your clothesline, clothespins, clothesbasket . . . forget rainy days for good! The new Kelvinator Automatic Clothes Dryer frees you forever from washday's toughest task. And the new Kelvinator Dryer works on an entirely different principle. Moisture is "breeze-dried" from clothes by gentle warm air circulation . . . instead of *baked out* by excessive heat. It's positively safe for all fabrics . . . even the new synthetics.

See this latest Kelvinator work-saver at your nearest Kelvinator dealer's now. It makes an ideal Christmas gift . . . one that will benefit the whole family. So this Christmas be practical . . . give your family a Kelvinator appliance for better living . . . a gift of lasting value that will serve you for years to come.



**(1) SAFE TEMPERATURE FOR ALL FABRICS.** Now you don't have to worry whether *any* fine fabric can be dried safely! For your new Kelvinator Automatic quickly dries them *all* without harm, with warm, gentle breezes, instead of high heat.



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## CHURCHILL'S MEMOIRS CONTINUED

The German "V" weapons, though in the event unsuccessful, impressed us with the potentialities of these new methods. In a report to the Cabinet, Duncan Sandys, Chairman of the Committee in Charge of Defence, emphasised the decisive importance which guided missiles might have in future wars, and pointed out the need for devoting substantial resources to their development. The following extract may be deemed significant:

"The advent of the long-range, radio-controlled, jet-propelled projectile has opened up vast new possibilities in the conduct of



### THE GUN THAT FAILED

The most fantastic weapon Hitler aimed at England was this long-barreled gun, which was installed at Mimoyecques, in the Pas-de-Calais. "Each of the fifty smooth-bore barrels," Churchill writes, "was about four hundred feet long, and it was to fire a shell about six inches in diameter and stabilised . . . by fins like a dart. Explosive charges were placed in side-tubes at intervals up the barrel, and were ignited in succession as the projectile accelerated. The shell was intended to emerge with a speed of at least five thousand feet per second, and with so many barrels the designers hoped to fire a shell at London every few minutes. This time however Hitler's hopes were completely disappointed: all the trial projectiles 'toppled' in flight, and range and accuracy were therefore very poor. A hundred scientists, technicians, and serving officers met in Berlin on May 4, 1944, and came to the unpleasant conclusion that the Fuehrer would have to be told of the failure. We did not know this until afterwards, and as a precaution our bombers repeatedly smashed the concrete structure at Mimoyecques, which five thousand workmen laboured as repeatedly to repair."

military operations. In future the possession of superiority in long-distance rocket artillery may well count for as much as superiority in naval or air power."

We began to design our own guided missiles, and by the end of the war we had founded a permanent organisation for this purpose.

**L**IBERATING Normandy was a supreme event in the European campaign of 1944, but it was only one of several concentric strokes upon Nazi Germany. In the east the Russians were flooding into Poland and the Balkans, and in the south Alexander's armies in Italy were pressing towards the river Po. Decisions had now to be taken about our next move in the Mediterranean, and it must be recorded with regret that these occasioned the first

CONTINUED ON NEXT PAGE



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## CHURCHILL'S MEMOIRS CONTINUED

important divergence on high strategy between ourselves and our American friends.

The design for final victory in Europe had been outlined in prolonged discussion at the Teheran Conference in November, 1943. Its decisions still governed our plans, and it would be well to recall them. First and foremost we had promised to carry out "Overlord." Here was the dominating task, and no one disputed that here lay our prime duty. But we still wielded powerful forces in the Mediterranean, and the question had remained, "What should they do?" We had resolved that they should capture Rome, whose near-by airfields were needed for bombing Southern Germany. This accomplished, we planned to advance up the peninsula as far as the Pisa-Rimini line, and there hold as many enemy divisions as possible in Northern Italy. This however was not all. A third operation was also agreed upon, namely, an amphibious landing in the south of France, and it was on this project that controversy was about to descend. It was originally conceived as a feint or threat to keep German troops on the Riviera and stop them joining the battles in Normandy, but the Americans at Cairo had pressed for a real attack by ten divisions and at Teheran Stalin had supported them. I accepted the change, largely to prevent undue diversions to Burma, although I contemplated other ways of exploiting success in Italy, and the plan had been given the code-name "Anvil."

The plan turned on the capture of Rome. If we could seize it quickly all would be well. Troops could then be withdrawn from the Italian front and "Anvil" launched in good time. At Teheran we had confidently expected to reach Rome early in the spring, but this had proved impossible. Some of the finest divisions of the armies in Italy had rightly been assigned to the main operation of "Overlord." Alexander had thus been weakened and Kesselring had been strengthened. The Germans had sent reinforcements to Italy, and had stopped us entering Rome until just before D Day.

So when Rome fell on June 4 the problem had to be reviewed. Should we go on with "Anvil" or should we make a new plan? General Eisenhower urged that "Anvil" should be undertaken, at the expense of course of our armies in Italy, since "in my view the resources of Great Britain and the United States will not permit us to maintain two major theatres in the European war, each with decisive missions."

WE were all agreed of course that "Overlord" took priority; the point was how the armies in the secondary theatre, Italy, could best help to overthrow Germany. The American Chiefs of Staff strongly supported Eisenhower. They condemned what they called the "commitment of Mediterranean resources to large-scale operations in Northern Italy and into the Balkans." Our own Chiefs of Staff took the opposite view. On June 26 they declared that the Allied forces in the Mediterranean could best help "Overlord" by destroying the Germans who faced them. In order to launch "Anvil" on August 15 withdrawals from the Italian front would have to begin at once, and rather than land on the Riviera they preferred to send troops by sea direct to Eisenhower. With much prescience they remarked: "We think that the mounting of 'Anvil' on a scale likely to achieve success would hamstring General Alexander's remaining forces to such an extent that any further activity would be limited to something very modest."

This direct conflict of opinions, honestly held and warmly argued by either side, could only be settled, if at all, between the President and myself, and an interchange of telegrams now took place.

"The deadlock," I said on June 28, "between our Chiefs of Staff raises most serious issues. Our first wish is to help General Eisenhower in the most speedy and effective manner. But we do not think this necessarily involves the complete ruin of all our great affairs in the Mediterranean, and we take it hard that this should be demanded of us. . . . I most earnestly beg you to examine this matter in detail for yourself. . . ."

The President's reply was prompt and adverse. He was resolved to carry out what he called "the grand strategy" of Teheran, namely, exploiting "Overlord" to the full, "victorious advances in Italy," and "an early assault on Southern France." Political objects might be important, but military operations to achieve them must be subordinated to striking at the heart of Germany by a campaign in Europe. "I cannot agree," he wrote, "to the



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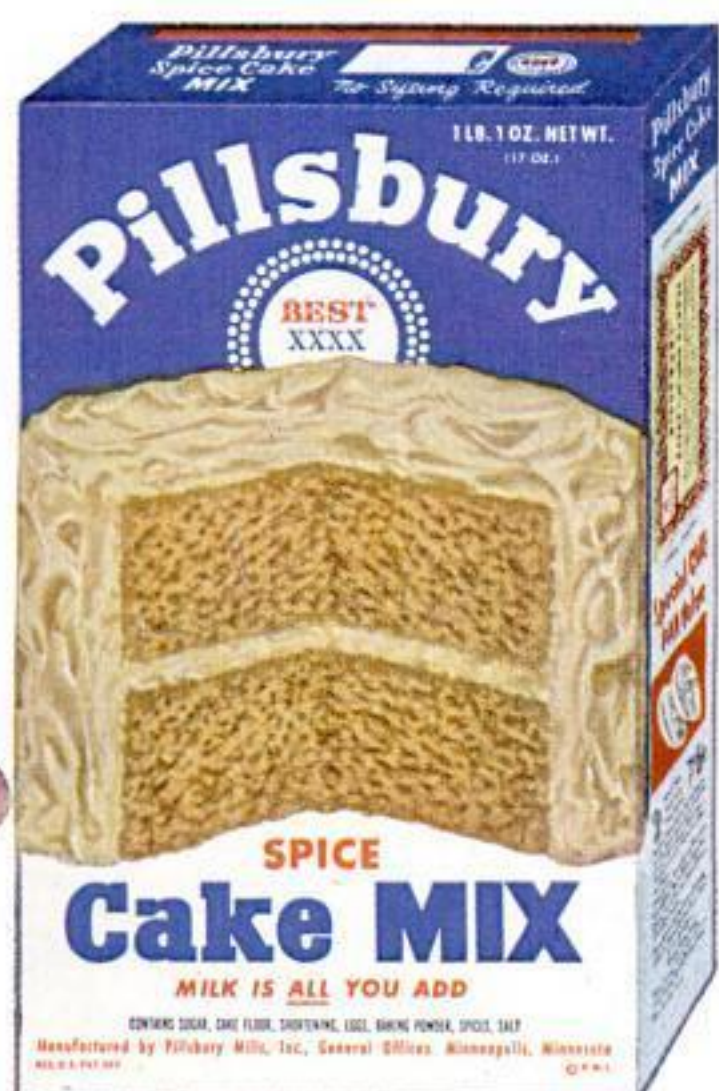
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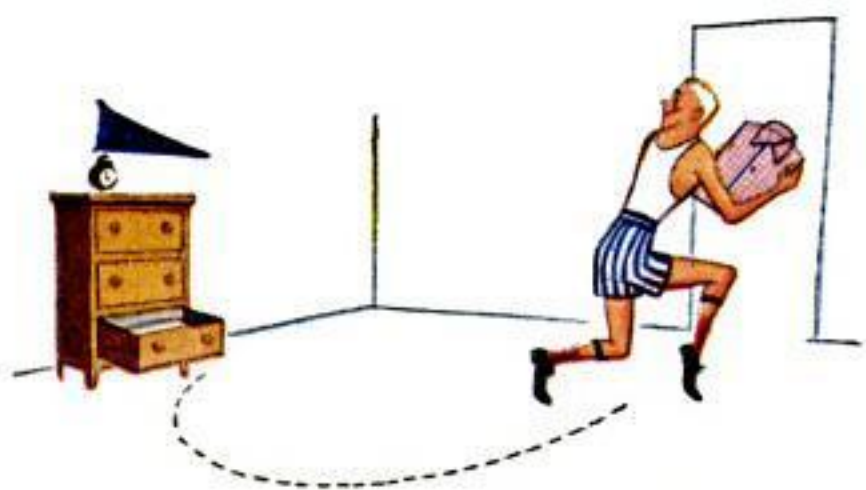
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employment of United States troops . . . into the Balkans, nor can I see the French agreeing to such use of French troops. . . . For purely political considerations over here, I should never survive even a slight setback in 'Overlord' if it were known that fairly large forces had been diverted to the Balkans."

After further cabled discussion, the President concluded:

"... I honestly believe that God will be with us as He has in 'Overlord' and in Italy and in North Africa. I always think of my early geometry—a straight line is the shortest distance between two points."

For the time being I resigned myself, and General Wilson was ordered to attack the south of France on August 15. Preparations began at once, but "Anvil" was re-named "Draagoon." This was



### 'THE NEAREST I GOT TO THE ENEMY'

On a visit to the Italian theater in August of 1944, Churchill insisted on a close look at the front. He describes what thereupon happened:

"News was now received that our troops had pushed on a mile or two beyond the river Metauro. Here Hasdrubal's defeat had sealed the fate of Carthage, so I suggested that we should go across. We got into our cars accordingly, and in half an hour were across the river, where the road ran into undulating groves of olives, brightly patched with sunshine. . . . We pushed on through these glades till the sounds of rifle and machine-gun fire showed we were getting near to the front line. Presently warning hands brought us to a standstill. . . . Alexander and his aide-de-camp . . . found a very good place . . . overlooking a rather sharp declivity. Here one certainly could see all that was possible. (Above: General Alexander, Churchill and two aides). The Germans were firing with rifles and machine-guns from thick scrub on the farther side of the valley, about five hundred yards away. Our front line was beneath us. The firing was desultory and intermittent. But this was the nearest I got to the enemy and the time I heard most bullets in the Second World War."

done in case the enemy had learnt the meaning of the original code-word.

As a result of these discussions, Alexander was ordered to detach forces, amounting finally to seven divisions, for "Draagoon." The Fifth Army alone was thereby reduced from nearly 250,000 men to 153,000. Alexander persevered with vigour. But I saw the effect of this depletion of our forces in Italy for myself. On August 19, while I was visiting the front in that theatre, Mark Clark received me at his headquarters. In our friendly and confidential talks I realised how painful the tearing to pieces of this fine army had been to those who controlled it. The General seemed embittered that his army had been robbed of what he thought—and I could not disagree—was a great opportunity. Alexander naturally shared this view.

When one writes things on paper to decide or explain large questions affecting action there is mental stress. But all this bites much deeper when you see and feel it on the spot. Here was this splendid army, equivalent to twenty-five divisions, of which a quarter were American, reduced till it was just not strong enough to produce decisive results against the immense power of the defensive. A very little more, half what had been taken from us, and we could have broken into the valley of the Po, with all the

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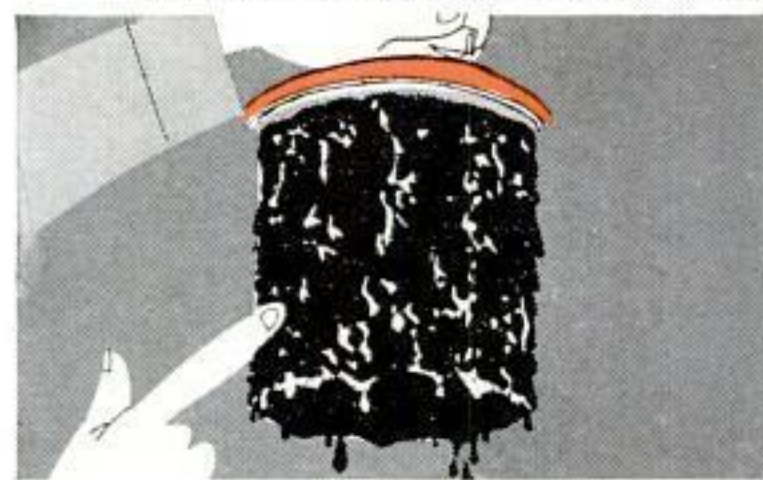
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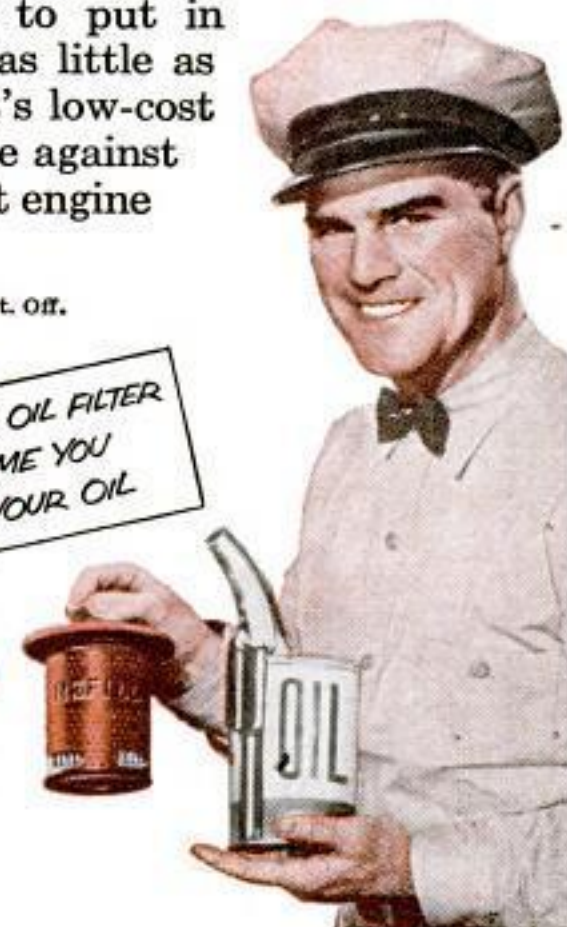
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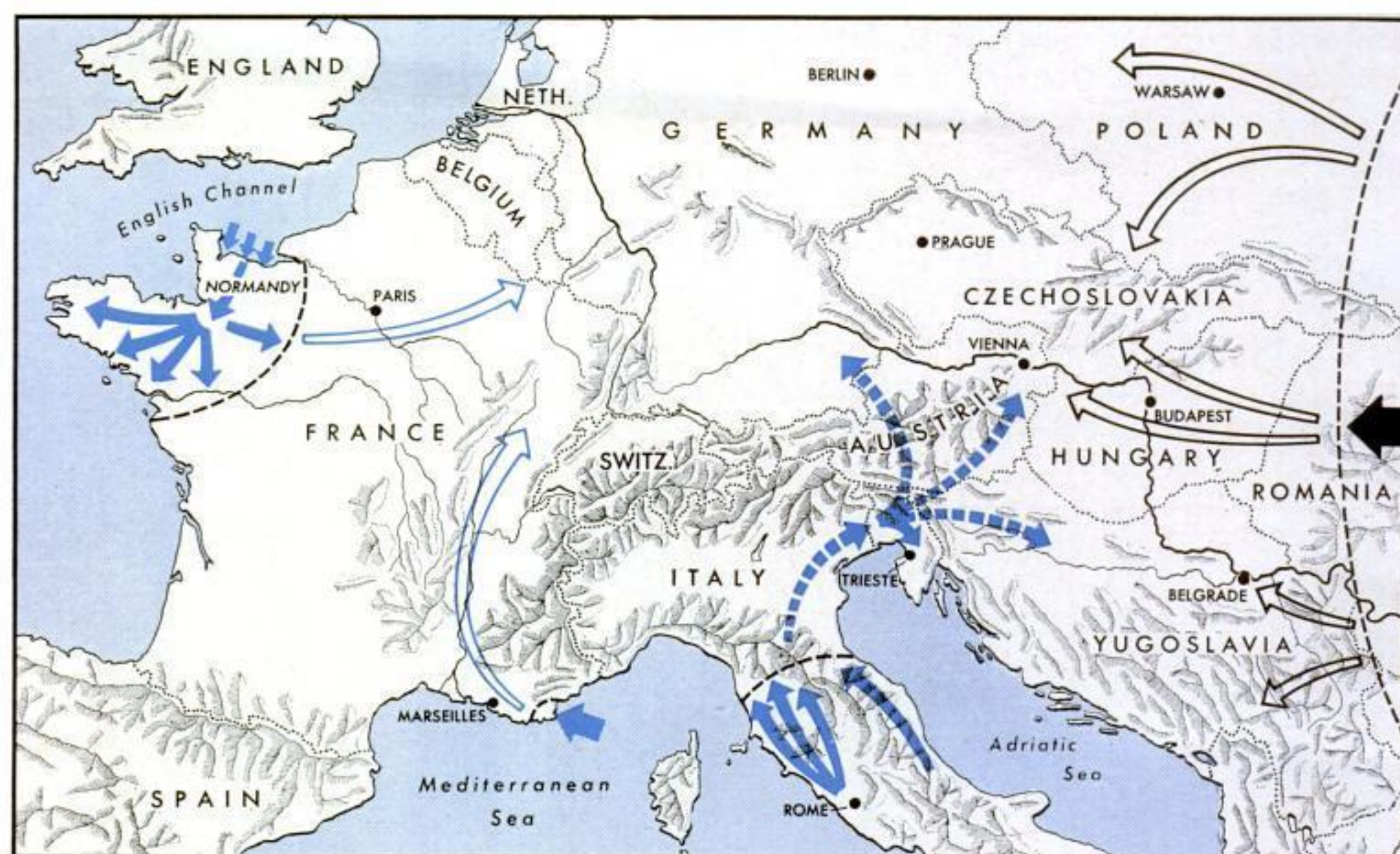
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### THE 'IMPORTANT DIVERGENCE'

The biggest difference of opinion on military strategy between Britain and the U.S. came over the proposal to land a force in the south of France (solid blue arrow, bottom left) to join the forces in Normandy in drives (blue outline arrow) into Germany. Churchill argued against it, maintaining that it

would divert from Italy troops which could otherwise push north and east into the Balkans (dotted blue arrows). Roosevelt insisted on the original plan, and the landings were made. The weakened forces in Italy were stalled, and Russian armies (white arrows, right) swept into eastern Europe.

### CHURCHILL'S MEMOIRS CONTINUED

gleaming possibilities and prizes which lay open towards Vienna.

Alexander's offensive failed, by the barest of margins, to achieve the success it deserved and we so badly needed. Italy was not to be wholly free until May 2, 1945; the right-handed drive to Vienna was denied to us; and, except in Greece, our military power to influence the liberation of South-Eastern Europe was gone.

A SECOND reason for my visit to Italy was to meet Tito and discuss the future of Yugoslavia. On the morning of August 12, 1944, the Marshal came up to the villa I was occupying in Naples. He wore a magnificent gold and blue uniform which was very tight under the collar and singularly unsuited to the blazing heat. The uniform had been given him by the Russians, and, as I was afterwards informed, the gold lace came from the United States. I joined him on the terrace of the villa, accompanied by Brigadier Maclean and an interpreter.

I suggested that the Marshal might first like to see General Wilson's War Room, and we moved inside. The Marshal, who was attended by two ferocious-looking bodyguards, each carrying automatic pistols, wanted to bring them with him in case of treachery on our part. He was dissuaded from this with some difficulty, and proposed to bring them to guard him at dinner instead.

After viewing General Wilson's maps and surveying the military situation, we moved into a small sitting-room to discuss the political future. I said that we had no desire to intervene in internal Yugoslav affairs, but wanted his country to be strong, united, and independent. Moreover we

ought not to let the King down. Tito said that he understood our obligation towards King Peter, but was not able to do anything about it until after the war, when the Yugoslav people themselves would decide.

I suggested that the right solution for Yugoslavia would be a democratic system based on the peasantry, and perhaps some gradual measure of agrarian reform where the holdings were too small. Tito assured me that, as he had stated publicly, he had no desire to introduce the Communist system into Yugoslavia, if only because most European countries after the war would probably be living under a democratic régime. Developments in small countries depended on relations between the Great Powers. Yugoslavia should be able to profit by the growing improvement in these relations and develop along democratic lines. The Russians had a mission with the Partisans, but its members, far from expressing any idea of introducing the Soviet system into Yugoslavia, had spoken against it.

WHILE we were thus striving to reach a balanced result in Yugoslav affairs by direct negotiation with Tito, no progress had as yet been made with Moscow about Poland, Hungary, Roumania, and Bulgaria.

On May 31 I had sent a personal telegram to Mr. Roosevelt.

*Prime Minister to President Roosevelt.*

"There have recently been disquieting signs of a possible divergence of policy between ourselves and the Russians in regard to the Balkan countries, and in particular towards Greece. We therefore suggested to the Soviet Ambassador here that we should agree between ourselves as a practical matter that the Soviet Government

CONTINUED ON PAGE 102



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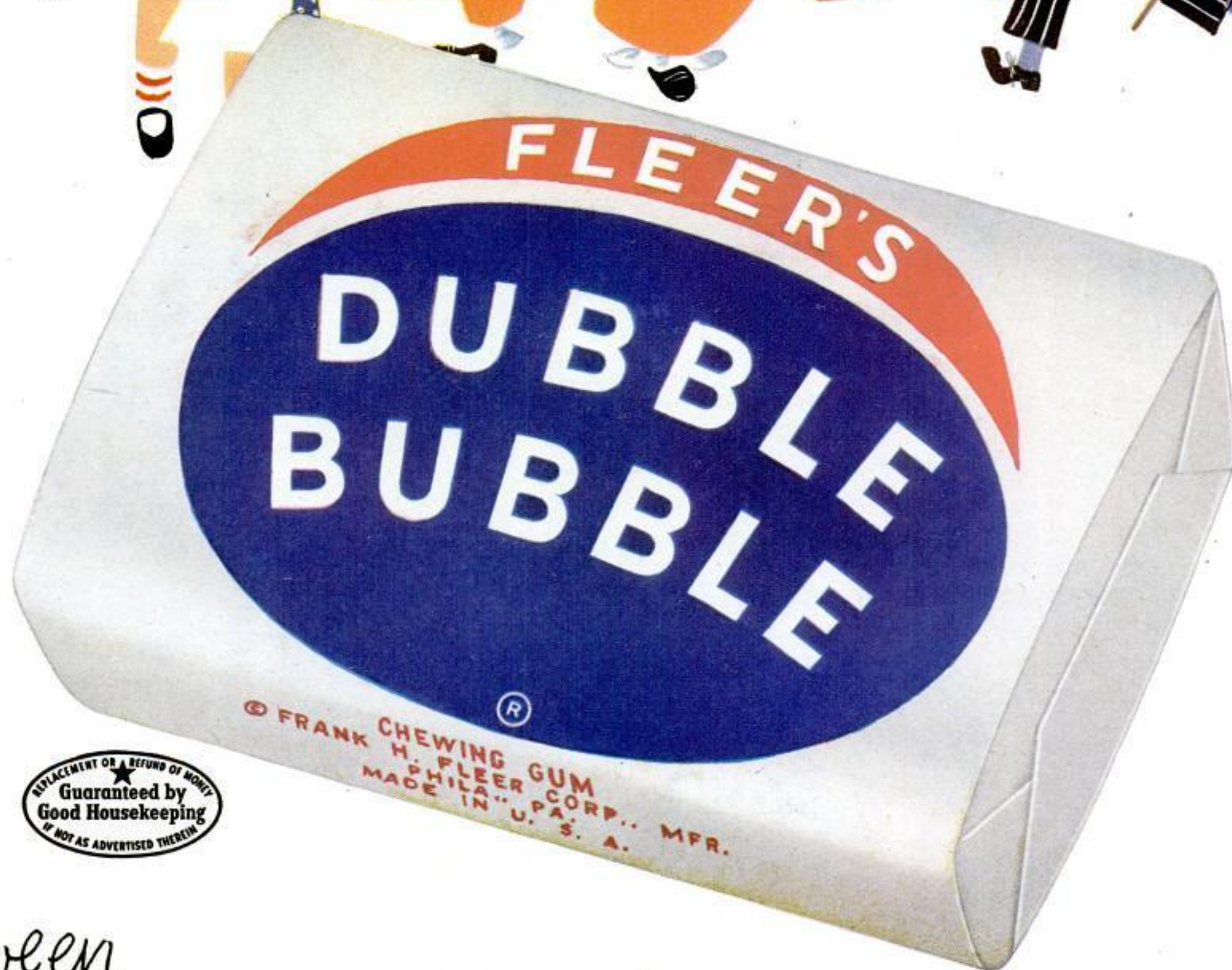
Here's a "plot" for happy autumn evenings . . . the fire glowing on the hearth, the corn a-popping, and plenty of sparkling, crystal-clear 7-Up! This lively favorite is so pure, so good, so wholesome that young folks, old folks, folks of *all* ages may "fresh up" to their hearts' content.







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would take the lead in Roumanian affairs, while we would take the lead in Greek affairs, each Government giving the other help in the respective countries. Such an arrangement would be a natural development of the existing military situation, since Roumania falls within the sphere of the Russian armies and Greece within the Allied command under General Wilson in the Mediterranean. . . .

"I hope you may feel able to give this proposal your blessing. We do not of course wish to carve up the Balkans into spheres of influence, and in agreeing to the arrangement we should make it clear that it applied only to war conditions and did not affect the rights and responsibilities which each of the three Great Powers will have to exercise at the peace settlement and afterwards in regard to the whole of Europe. . . . We feel however that the arrangement now proposed would be a useful device for preventing any divergence of policy between ourselves and them in the Balkans."

The first reactions of the State Department were cool. Mr. Hull



#### WARM WEATHER WEAR

During a trip to Italy, Churchill took time out for two days of discussions with Tito about Yugoslavia's future. The conferences wound up at a dinner given by Churchill. Despite the August heat, Churchill writes, Tito was "confined in his gold lace strait jacket. I was so glad to be wearing only a white duck suit."

was nervous of any suggestion that "might appear to savour of the creation or acceptance of the idea of spheres of influence."

On June 11 Mr. Roosevelt cabled:

"... In our opinion, this [arrangement] would certainly result in ... the division of the Balkan region into spheres of influence despite the declared intention to limit the arrangement to military matters.

"We believe efforts should preferably be made to establish consultative machinery to dispel misunderstandings and restrain the tendency toward the development of exclusive spheres."

I replied:

11 June 44

*Prime Minister to President Roosevelt*

"I am much concerned to receive your message. Action is paralysed if everybody is to consult everybody else about everything before it is taken. Events will always outstrip the changing situations in these Balkan regions. Somebody must have the power to plan and act. A Consultative Committee would be a mere obstruction, always overridden in any case of emergency by direct interchanges between you and me, or either of us and Stalin. . . .

"I propose that we agree that the arrangements I set forth ... may have a trial of three months, after which it must be reviewed by the three Powers."

On June 13 the President agreed to this proposal, but added: "We must be careful to make it clear that we are not establishing any post-war spheres of influence."

CONTINUED ON NEXT PAGE

NOW YOU CAN  
ENJOY MATCHLESS  
*Old Spice* QUALITY  
IN A  
PRESSURE  
SHAVE.  
ASK FOR  
*Old Spice*  
SMOOTH SHAVE 1.00



GIFT SET:  
New Smooth Shave with famous  
Old Spice After Shave Lotion,  
2.00 plus tax



GIFT SET:  
Old Spice Smooth Shave, After  
Shave Lotion, Men's Talcum,  
3.00 plus tax

SHULTON New York • Toronto



### AIR KING

Ruggedly handsome jacket of Pony Horsehide with hand-laced collar and pocket flaps. Quilted Rayon lining. Sizes 36 to 46 at \$37.95.

### NORTH BAY

Famous for cold-weather comfort. Cravenette weather-proofed Gabardine lined with white lamb. Big Mouton-dyed lamb collar. Red wool bottom facing. Men's sizes - \$47.50. Boys' - \$32.50. Juniors' - \$25.00.



# Lakeland

SPORTSWEAR

PROTECTS YOU HANDSOMELY

### BRIAR MAC

Luxurious new Briar Spun 100% wool Tweed coat. Warm-as-toast lining of Skinner's Rayon Satin quilted with Nylo-Fluff. In tan or grey. Men's sizes 36 to 46 at \$37.50. Boys', \$29.95. Juniors' sizes, \$25.00.



### DURO JAC

Smart all-purpose jacket in water-repellent and spot-resistant sheen gabardine. Quilted lining with extra warm Nylo-Fluff interlining. Men's 36 to 46, \$19.95.

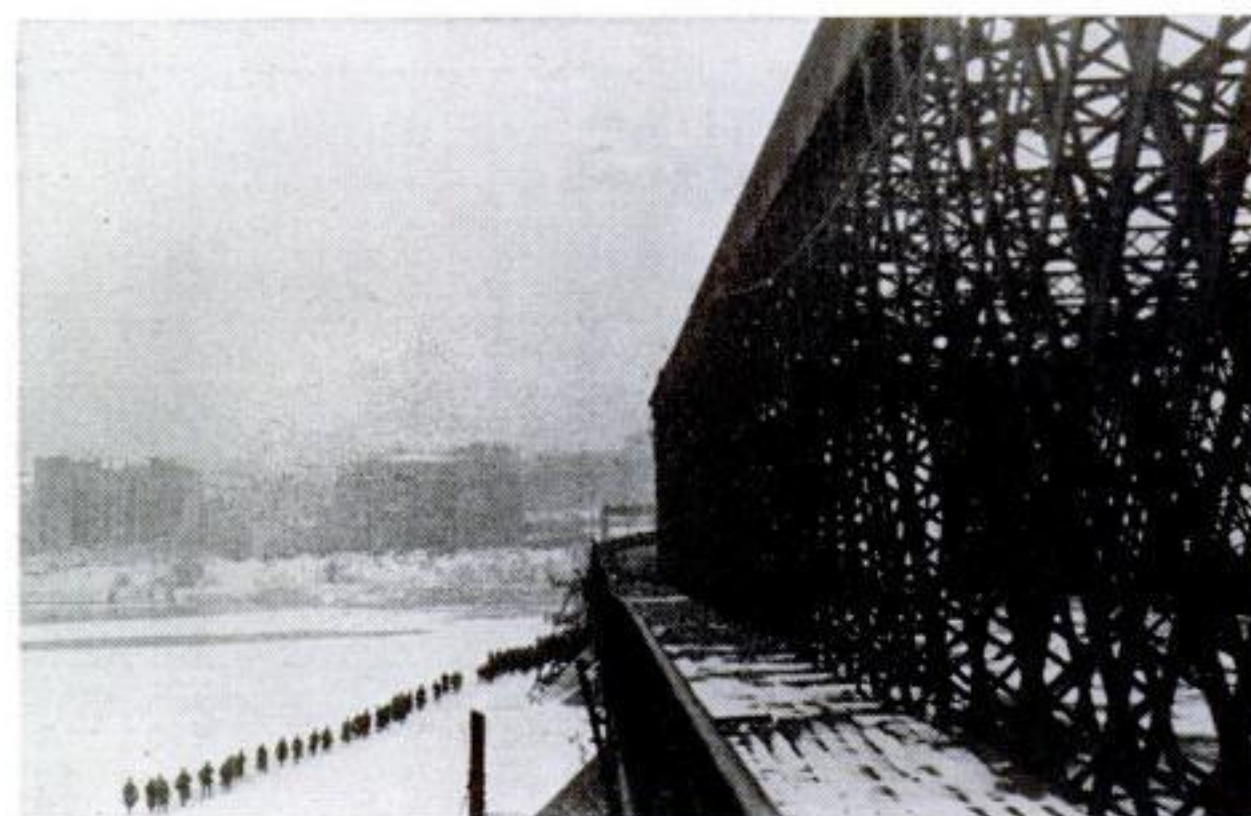
See these and other new Lakeland outerwear and sportswear styles during Lakeland Week. Watch your daily newspaper for an announcement by your local Lakeland dealer or write us for his name and address.

Lakeland Mfg. Co.  
SHEBOYGAN, WISCONSIN

## CHURCHILL'S MEMOIRS CONTINUED

But Stalin was non-committal about my suggestion, and in view of American official reluctance, we abandoned our efforts to reach a major understanding until I met Stalin in Moscow four months later.

THE Russian campaign that summer was a tale of sweeping success. I can but summarise it here. The advance opened with a secondary offensive against the Finns. The Russian troops, very different in quality and armament from those who had fought here in 1940, had thrown the enemy back by the end of



### RUSSIANS AT WARSAW'S GATES

While the Western Allies were driving the Germans east, the Russian armies were pushing the Germans west. In five weeks the Soviets advanced 250 miles. Ahead lay the Vistula River and across it Warsaw (above). There the Polish resistance movement awaited the signal to rise against the German occupation forces.

June and had reopened the railway from Leningrad to Murmansk, the terminal of our Arctic convoys. The Finns struggled on for a while, supported by German troops, but they had had enough, and on August 25 sued for an armistice.

Along the German front the Soviets advanced as much as 250 miles in five weeks, when they were brought to a temporary halt to replenish. The German losses had been crushing. Twenty-five divisions had ceased to exist, and an equal number were cut off. On July 17 alone fifty-seven thousand German prisoners were marched through Moscow—who knows whither?

South of the Pripet Marshes the Russian successes were no less magnificent. On July 13 a series of attacks were launched on the front between Kovel and Stanislav. In ten days the whole German front was broken and the Russians had reached Jaroslav, on the San river, 120 miles farther west. On July 30 the triumphant Russians crossed the Vistula south of Sandomir. Here supply imposed a halt. But the crossing of the Vistula was taken by the Polish Resistance Movement in Warsaw as a signal for the ill-fated rising, which is recorded in the next chapter.

## IN NEXT WEEK'S ISSUE EVIDENCE THAT COLD WAR HAD ALREADY BEGUN

In the second instalment of *Triumph and Tragedy*, Sir Winston Churchill relates how the West tried to stop the German slaughter of Poles in Warsaw and shows, with personal cables from Stalin, how the Russians thwarted the attempt. He also describes Allied unanimity in Quebec and Allied disunity at Moscow—where, as Sir Winston shows, the cold war was already starting.





*For the gifts you'll give with pride, let your jeweler be your guide*

## Men are smarter than women think...

To a woman, a watch is more than a part of daily life—it's a piece of jewelry.  
And it takes the tiny, precision perfection of the finest jeweled-lever  
movement to make a watch beautiful. For this the world looks to Switzerland.  
And for a really fine Swiss watch, a smart man consults an expert jeweler.

*The Watchmakers of Switzerland*

VISIT YOUR JEWELER FOR  
"THE WATCH FASHION PARADE,"  
OCTOBER 29 TO NOVEMBER 7



TIME IS THE ART OF THE

*Swiss*

© 1953 Swiss Federation of Watch Manufacturers



Such a wide choice at your jeweler's! You'll marvel at the newest Swiss styles, the inner artistry that matches their outer brilliance. It's an achievement that has taken Swiss craftsmen 300 years to perfect.



Only a specialist — and that's what your jeweler is — can tell you what makes one watch so much better than another. He'll show you why the finest Swiss watches offer the utmost in beauty, accuracy, value.



A fine watch deserves fine care—the kind of expert and economical servicing your jeweler is equipped to give. And to see what most jewelers think of a fine Swiss watch, notice the watches *they* wear!



# Old Charter Clock Collection Tours U.S.

*Exhibit of rare antiques symbolizes time,  
a priceless ingredient in  
"The whiskey that didn't watch the clock"*

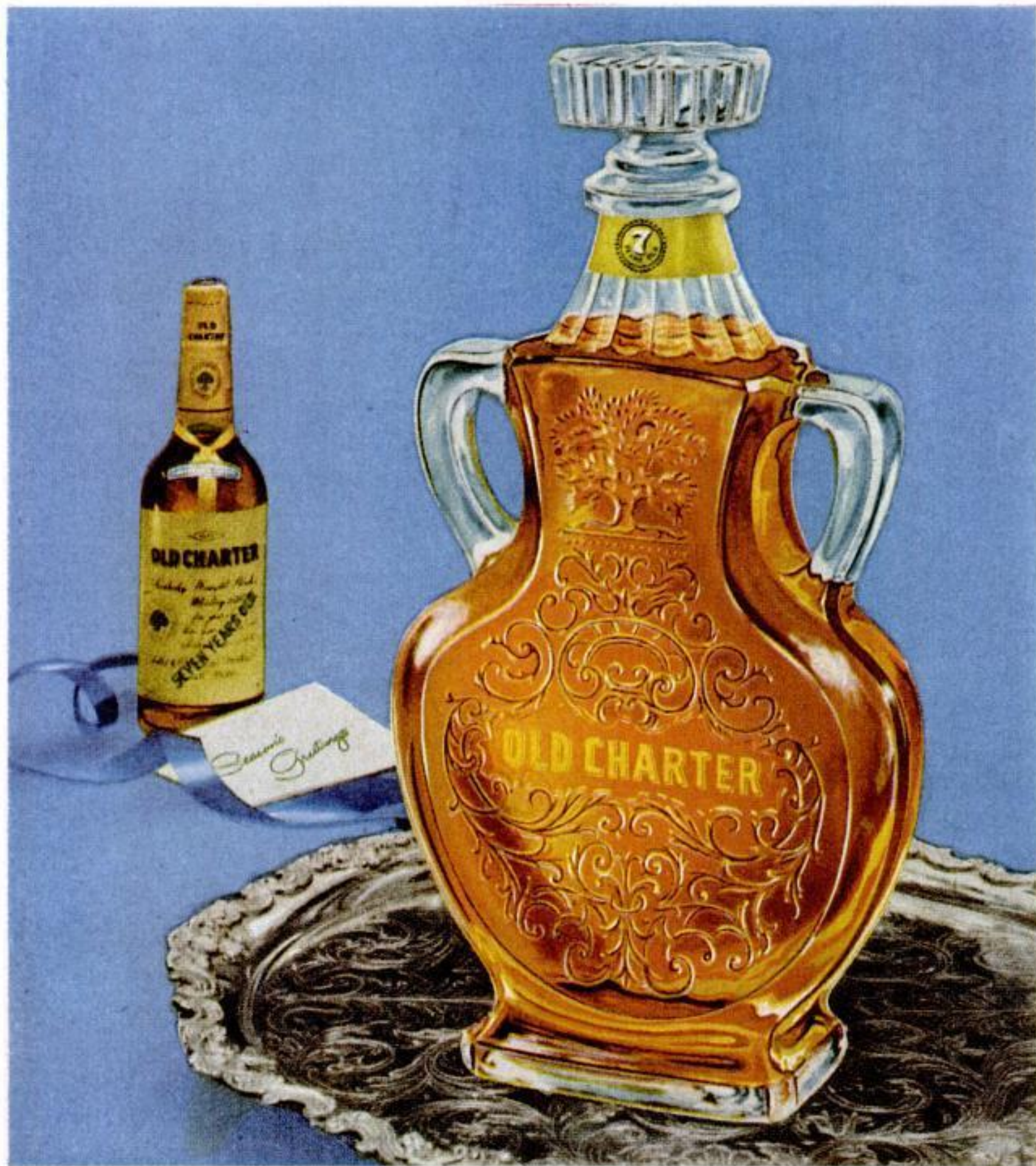
A magnificent collection of rare clocks (a few of which are shown here) is drawing capacity crowds on a nation-wide tour. Owned by Old Charter, seven-year-old Kentucky bourbon, the collection is insured for \$650,000. It highlights one of the most unusual successes any whiskey ever achieved.

Long the premier whiskey to bourbon drinkers, Old Charter's superb light, smooth flavor has actually *won over* numerous Scotch, Canadian and Bonded whiskey drinkers. As a result, it has become one of the quality whiskeys most in demand in America.

Rare clocks are used in Old Charter's advertising to symbolize the patient aging that ripens this whiskey into Kentucky's finest.



ITALIAN RED LACQUER & ORMULO BRACKET CLOCK by Francesco Musarelli of Rome, circa 1840. Coloring and scene are Chinese in feeling, but clock face evokes much earlier period in Italian art. Like this clock, Old Charter is a masterpiece — the noblest example of the whiskey-maker's art.



OLD CHARTER IS ALWAYS A SUPERB GIFT. But in the beautiful "Greek-Classic" heirloom decanter (above), it is a gift of unique magnificence, though it costs no more than in the regular round bottle.

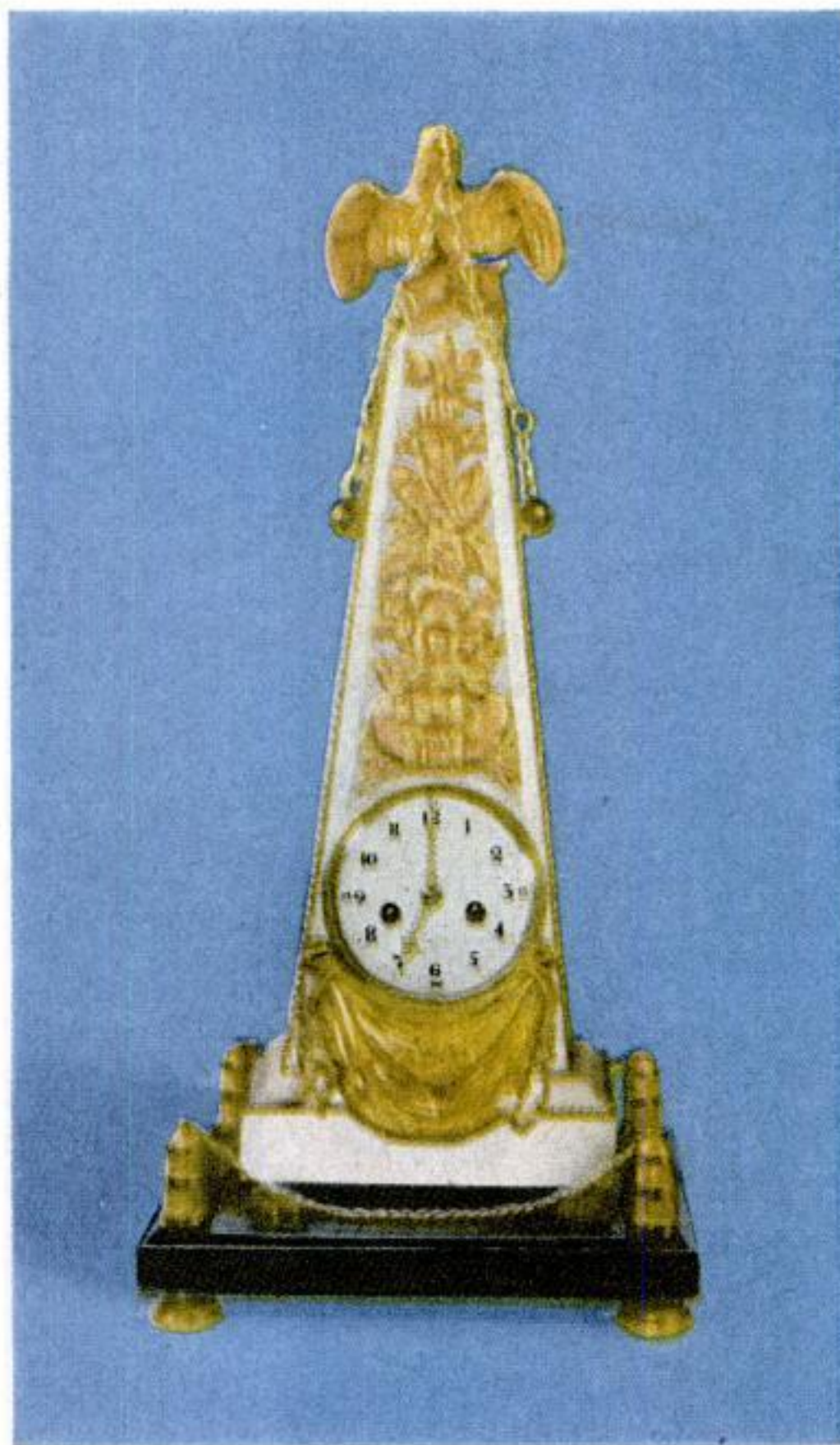


ENGLISH LANTERN CLOCK, CIRCA 1730. Example of craftsmanship of the Windmills, famous family of clock-makers. The clock symbolizes, by its age and quality, the age and superb quality of Old Charter.





**VIENNESE PENDULETTE, CIRCA 1710.** All parts heart-shaped. Clock wound by pushing heart down rod. It takes 24 hours to re-ascend. Unique in America, as is Old Charter, aged to the peak of perfection.



**BY FRENCH CLOCK-MAKER PIOLAINE.** Obelisk shape stems from enthusiasm aroused by Napoleon's Egyptian campaign. When *your* clock says it's time for a high-ball, enjoy the luxury of Old Charter.



**EXCEPTIONALLY FINE MEISSEN PASTORAL CLOCK.** Movement by A. Gruner, whose work can also be seen at the Hapsburgs' palace. The clock says seven, for the seven years Old Charter *didn't* watch the clock.



**BEAUTIFUL PORCELAIN & BRONZE DORE LOUIS XVI CLOCK.** Rotating dials show minutes, hours. Giving a friend Old Charter tells him, in effect, you know he can appreciate the ultimate in fine whiskey.

*Exhibitions of the collection have already been completed in leading department stores in these cities:*

Boston	San Antonio	St. Paul
Chicago	Amarillo	San Francisco
Houston	Duluth	Dallas
Los Angeles	Minneapolis	Ft. Worth

In coming months, the Old Charter Collection may visit your city. Watch your local newspapers for announcement of time and place.

*Tick, Tock... Tick, Tock... The whiskey that didn't watch the clock...seven long years*



# OLD CHARTER



Kentucky's Finest  
Bourbon

STRAIGHT BOURBON WHISKEY • 7 YEARS OLD • 86 PROOF  
OLD CHARTER DISTILLERY COMPANY, LOUISVILLE, KENTUCKY



Sip and See Why G. Washington's Dares Guarantee

# A Perfect Cup of Coffee Every Time

**CUP... AFTER CUP... AFTER CUP!**

Once you sip and savor its can't-be-copied flavor, you will be sold on G. Washington's for life!

For this is America's very first and finest Instant Coffee. Every cup guaranteed perfect . . . rich, winey, full-bodied!

That's because it's "Pre-Percolated" for you by coffee experts. Better than you could ever brew coffee at home! Just

add boiling water . . . *instantly* you've coffee at its fresh-brewed, real-coffee best!

Remember—G. Washington's *is* real coffee, all coffee—100% pure coffee! Its patented "Flavor-Lock" Tin and Inner Seal keep this delicious blend of four famous coffees "roaster-fresh" . . . cup . . . after cup . . . after cup!

Enjoy G. Washington's today! The Medium Tin gives about as many cups as 1 lb. of regular ground coffee—Large Tin about as many cups as 2 lbs. . . and saves you up to 25¢ per lb.!

**Money-Back Guarantee**—Perfect Coffee Every Time! Not just once or twice. Not by luck or accident. Not "Hit-and-Miss" like some coffees. But uniformly good every cup!

Satisfaction guaranteed or your money back if you return Tin with unused coffee to: *G. Washington's*® Dept. 600, Morris Plains, N. J.



*Instantly you'll know it's*  
**FRESH-ROASTED  
FRESH-GROUND  
FRESH-BREWED**



**P.S.**

**ALSO COMES IN POCKET-SIZE PACK**

G. Washington's is also available in one-cup envelopes—"Aces"—the new, quick, handy way to make that single cup.

Perfect for your "Coffee Break"—for sportsmen, travel and office. One-cup "Aces"® in strips of three available at your grocer's now!



*Try* **G. WASHINGTON'S**  
100% Pure Coffee for 100% Pure Pleasure

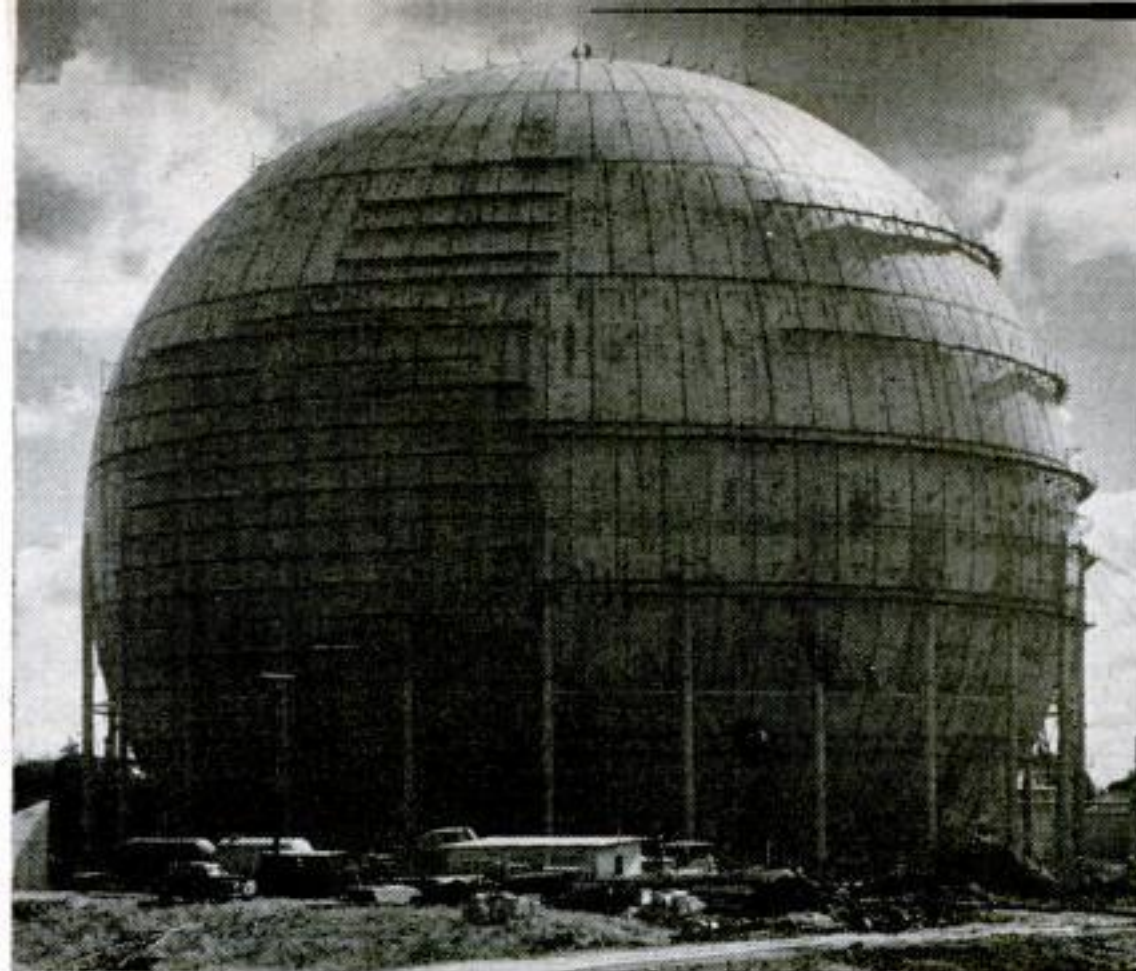


## SCIENCE

# EGG FOR A HOT CHICK

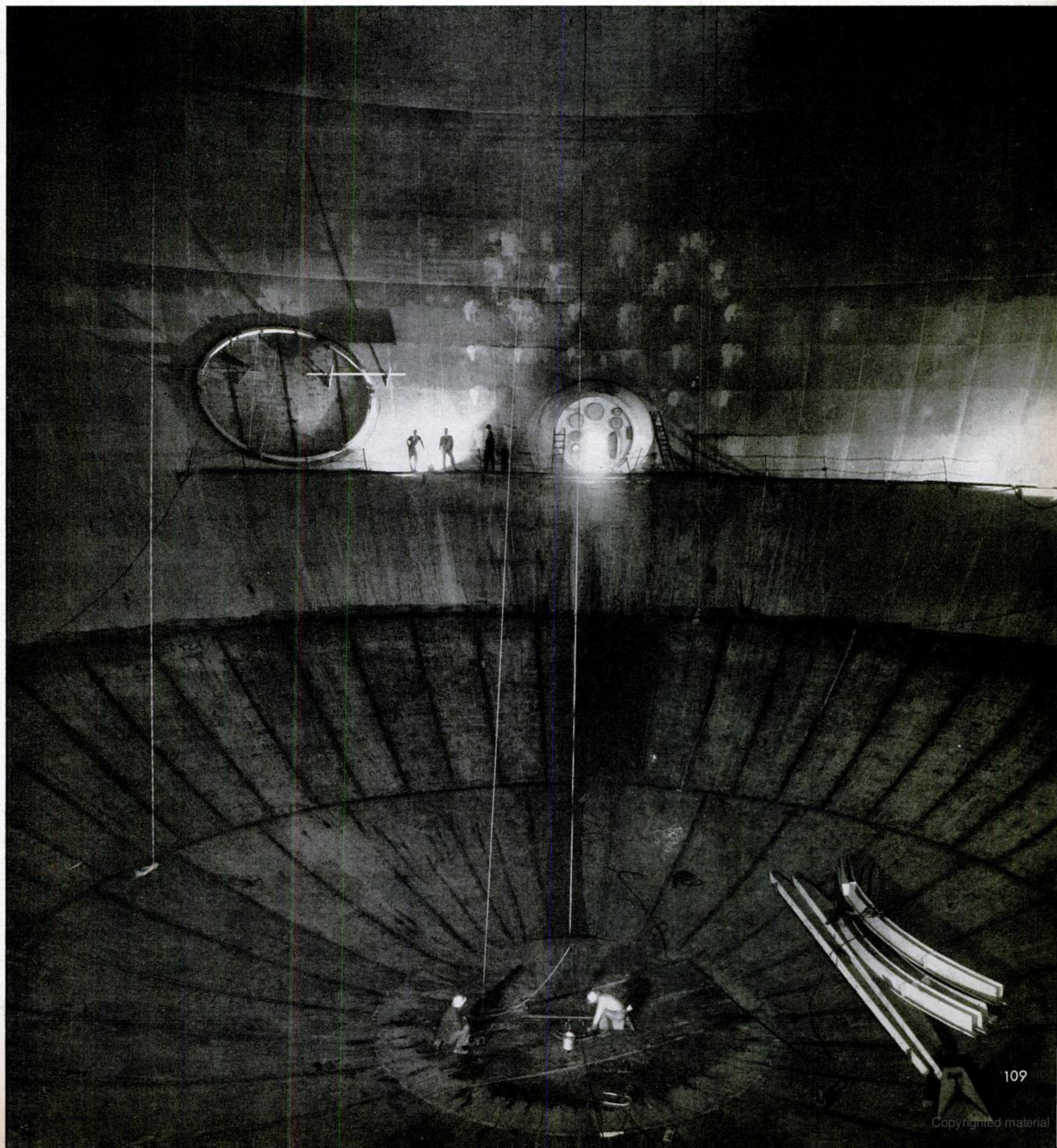
## Steel shell to house an atomic engine is nearly completed

At West Milton, N.Y. this odd steel egg is ready to begin hatching an atomic chick. The great shell, built for the Atomic Energy Commission to house General Electric's nuclear engine for the atomic submarine, *Sea Wolf* (LIFE, Dec. 15, 1952), swells 225 feet tall and encloses 5,964,000 cubic feet. It was built of steel as a shield against possible radiation, and built round because that type of construction yields maximum unimpeded room. Its shape has also produced an echo chamber so effective that everything said inside the gloomy egg is repeated endlessly and all but addles the uninitiated.



**COMPLETED SHELL** dwarfs men standing on top. Shell's smooth outer surface will be covered with insulating material.

LOOKING ACROSS SHELL, CAMERA SEES AIR-LOCK APERTURE (CENTER) AND RING WHERE PORT WILL BE CUT. FLOOR WILL BE FILLED IN TO AIR-LOCK LEVEL





# To the man who can afford to spend \$460<sup>00</sup>-or more-for a fine camera

(BUT WOULD RATHER NOT)

This message shows how you can save  
more than half that amount!

Let's look at the price structure of two high-quality, foreign-made 35mm cameras:

<b>Camera "A",</b> base price.....	\$207.40
Leather carrying case.....	12.30
Flash unit .....	24.00
Telephoto lens .....	112.20
Wide Angle lens.....	102.00
<b>Total price .....</b>	<b>\$457.90</b>

<b>Camera "B",</b> base price.....	\$334.00
Leather carrying case.....	12.00
Flash unit .....	10.00
Telephoto lens .....	170.00
Wide Angle lens.....	245.00
<b>Total price .....</b>	<b>\$771.00</b>

Excellent cameras, both of them—and well worth what they cost. But now compare their prices with what you pay for the Argus C3, the *only* American-made camera that offers you a similar degree of versatility.

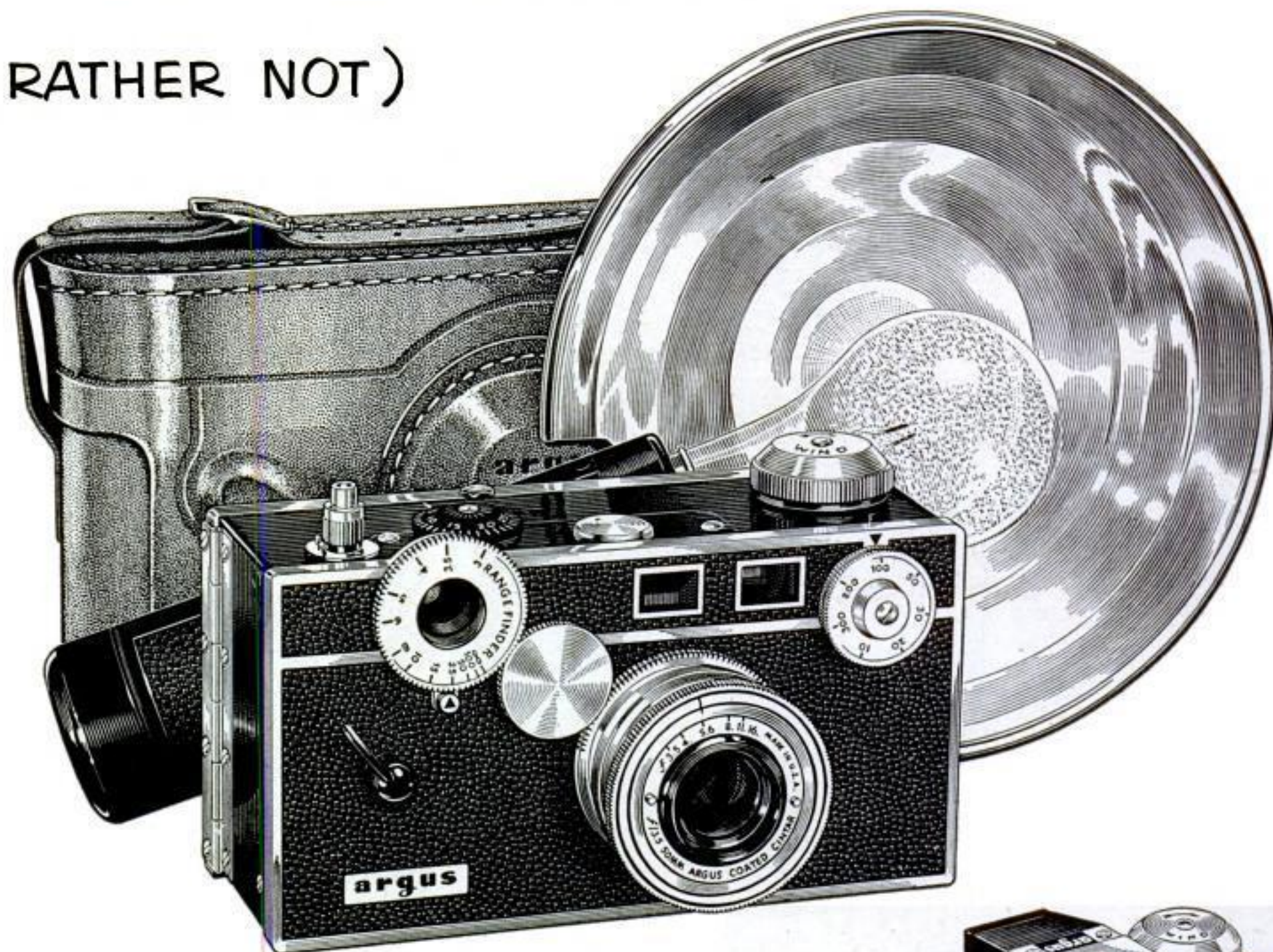
<b>Argus C3,</b> base price.....	\$69.50
(includes carrying case and flash unit)	
Argus-Sandmar Telephoto Lens.....	59.95
Argus-Sandmar Wide Angle Lens....	59.95
<b>Total price .....</b>	<b>\$189.40</b>

The fact that you save money when you buy an Argus C3 is important, of course. But that saving is doubly wonderful because it's made *without sacrifice of picture quality*. People with a wealth of photographic experience have found that pictures taken with an Argus C3 are at least the equal of those taken with cameras costing hundreds of dollars more.

Let's take a look at the Argus C3, and the many advanced features that this precision camera brings you:



Here's the Argus C3 equipped with the Argus Telephoto Lens (it interchanges almost instantly). This four-element, 100mm f:4.5 lens couples to the rangefinder to give you the same sharp, sure focus you enjoy with the Cintar lens. It cuts distance in half to let you take close-up candids from far away. It's perfect, too, for true-perspective portraits, wild-life close-ups, and a host of other uses. You get smooth helical focusing; top-side markings for easy reading; built-in sunshade and filter holder; many other precision features. Best of all, this versatile accessory lens is yours for the low price of \$59.95.



A hard-coated, color-corrected f:3.5 Cintar lens—finest of its kind ground in America—to give you sparkling clear pictures in color or black-and-white, even in failing light. A lens-coupled rangefinder gives you sharp, sure focus at any distance from three feet to infinity. A precision, gear-controlled shutter with speeds up to 1/300 second for thrilling action shots. Built-in flash synchronization—you simply plug the flash gun right into the camera. There are no dangling wires, no complicated supports, nothing to adjust. Argus C3—only \$69.50, complete with flash unit and leather carrying case.



The Argus Wide Angle Lens broadens and heightens your field of vision—you don't have to move back to capture the broad panorama of a scene. And because it almost doubles the picture area covered by a lens of conventional design, it's ideal for group shots, sports scenes—indoors or out. This f:4.5 precision-made Wide Angle Lens couples to the C3 rangefinder for automatic focus, has click stop lens settings, sunshade and filter holder, many other features. And this fine accessory lens is only \$59.95, complete with handy clip-on optical viewfinder.

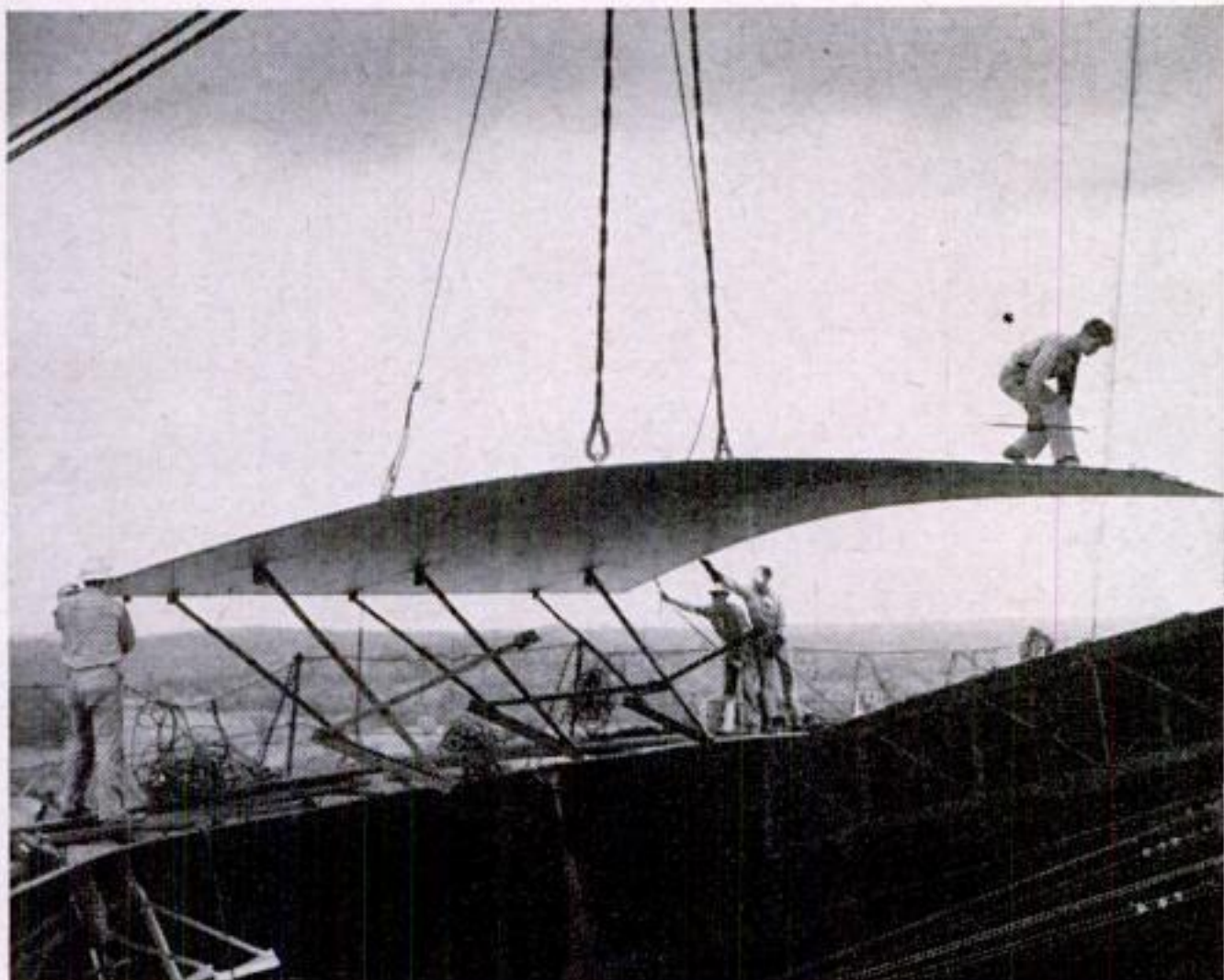
*The Argus C3 is an outstanding value in itself. And for those who are interested in working with accessory lenses, it becomes an even greater value. Visit your Argus dealer and find out firsthand why people everywhere have made the Argus C3 their first choice of 35mm cameras. It's a fact: More people buy the Argus C3 than any other 35mm camera in the world!*

## argus

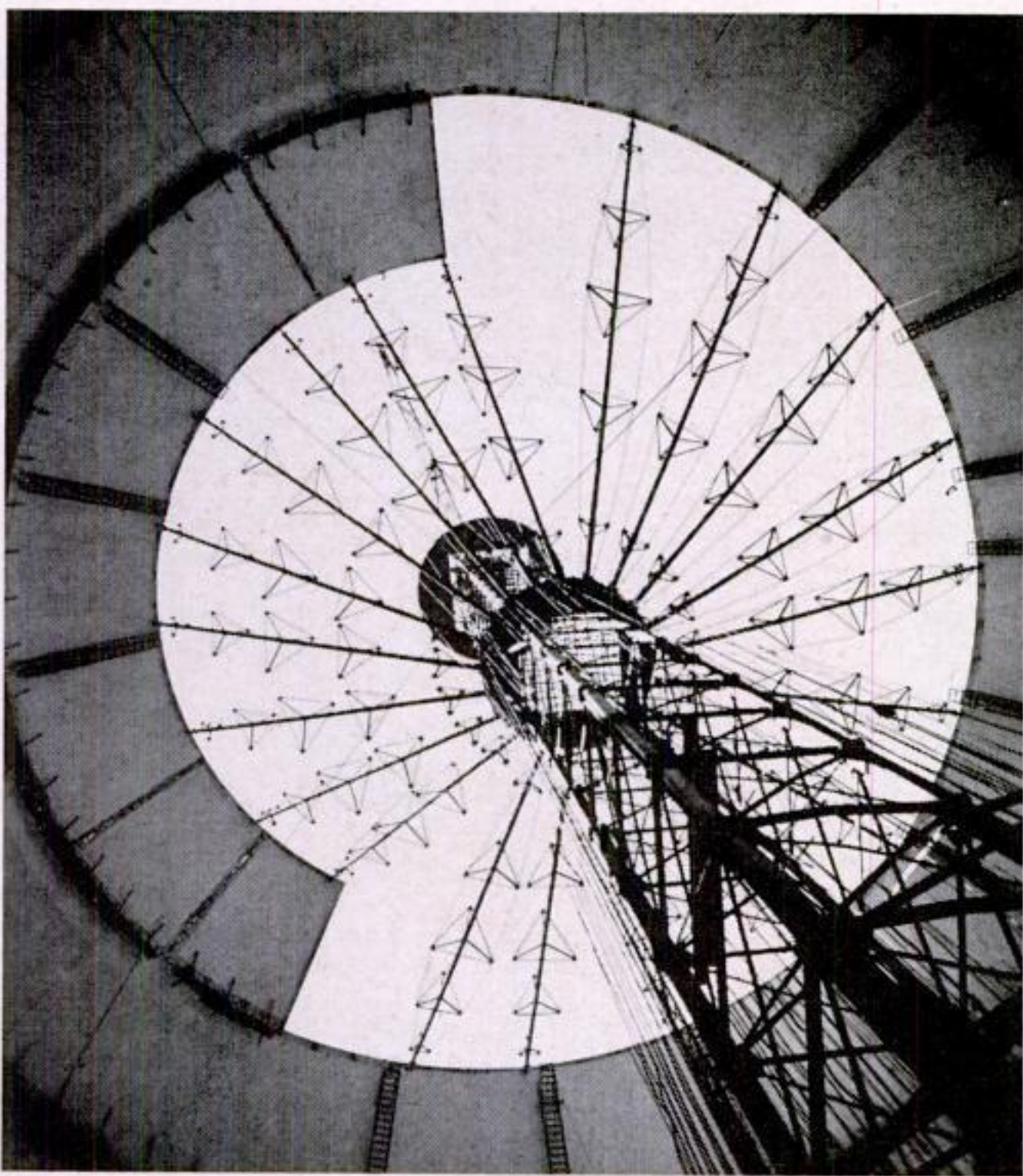
--the name that means *precision quality!*

Copyright 1953 Argus Cameras, Inc., Ann Arbor, Michigan. All prices include Federal Excise Tax where applicable, and are subject to change without notice.





**HOISTING A PLATE**, one of 682 in shell, workmen guide inch-thick, 20-ton sheet into position. Angle irons on plate's bottom hold inside catwalk.



**SUPPORTING THE JOB** was 425-foot tower, built inside shell and removed near end of job. Its spokelike booms held plates as they were added.



**FIXING A PLATE**, steelmen work on exterior catwalk. Five miles of welded seams were tested by X-ray and air pressure to prevent radiation leaks.

*the martini  
with the  
marvelous taste!*



**the vodka martini.** Even the die-hards now admit that Dry Martinis made with Smirnoff instead of gin are the driest, mellowest, yet.

Smirnoff Vodka is truly dry, yet amazingly smooth . . . the subtlest, most delicate, most versatile of all the great liquors of the world.

*it leaves you breathless*

**Smirnoff**  
THE GREATEST NAME IN **VODKA**



80 or 100 Proof. Made from 100% grain neutral spirits.  
Ste. Pierre Smirnoff Fls. Inc., Hartford, Connecticut.





*The bigger they are, the harder they're falling for*  
**PACIFIC CONTOUR TOP SHEETS...**

## the answer to better sleeping for the tall man

**Just figure this...** the average American male is 69 inches tall ... the average bed is 76 inches long! He has only about 3 inches at each end to stretch in. With ordinary sheets on the bed, one extra move ... and *pop!* ... his feet kick out sheets and covers!

**All this with an average American male—then when a TALL man comes along...!!!**

Now at last, the Pacific Contour gives the answer to this man-sized problem. The Pacific Contour Top Sheet\* has 2 boxed corners that hold the sheet firmly to the mattress—and an exclusive "Kick-Fold" gives *six full inches of extra foot freedom!* With this new roominess, even a "Long-Legs" can kick, stretch, wiggle

his toes. The Pacific Contour Top Sheet never pulls out.

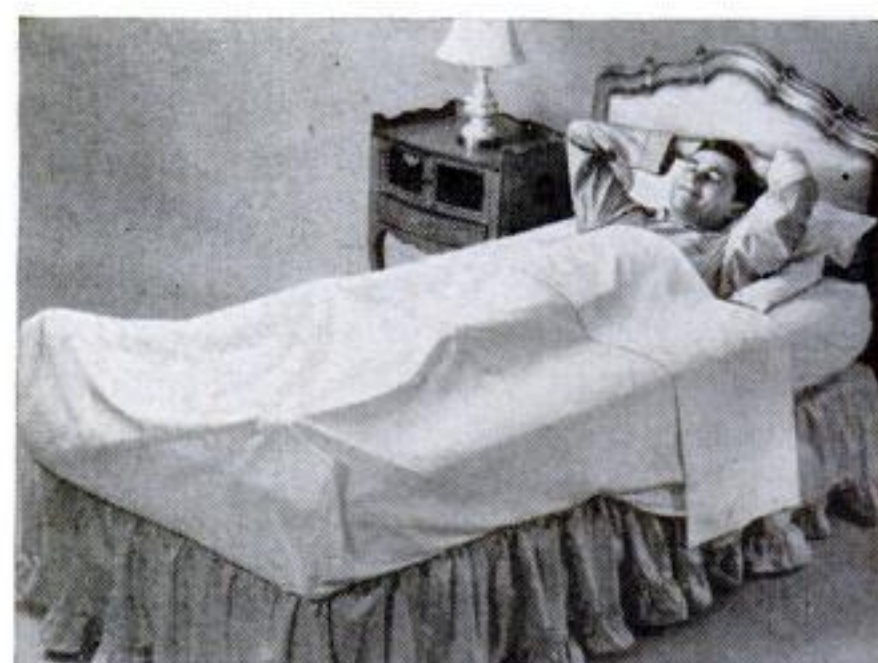
### **3 times faster bedmaking**

Just as big a boon is Pacific's wonderful Contour® Bottom Sheet. Four boxed corners hold it tucked-in, wrinkle-free all night long. You sleep in smoother comfort. And next morning, your bedmaking is *3 times faster!*

So be a man of action ... *insist* that your wife change to Pacific Contour today. These fitted wonders cost you no more than do old-fashioned pull-out sheets. And Pacific Contour has a variety of colors and sizes to choose from. All Sanforized.®

*For booklet, write Pacific Mills, Dept. L-102, 1407 Broadway, New York 18.*

With no box corners, sheets soon "kick out." Tall man finds himself out in the cold ... and next morning, these rumpled, pulled-out flat sheets mean the bed must be completely remade.



With two box corners, Pacific Contour Top Sheet stays anchored, holds covers on. Next morning, a tug at the top hem makes bed! Pacific Contour is the only Top Sheet with the "Kick-room Fold."

\*Pat. Pend.

"Contour" is the registered trade mark for Pacific's fitted sheet

Everybody's changing to **PACIFIC**  
**Contour**  
**SHEETS**

—the way to faster bedmaking, neater, more comfortable beds

**It may look like a gift... But s-s-sh, when a husband presents his wife with a pair of Pacific Contour sheets, he's probably thinking of *his own comfort!***

PACIFIC CONTOUR TOP AND BOTTOM SHEETS • PACIFIC CONTOUR CRIB SHEETS • PILLOWCASES • SUPERSORB® TOWELS • PACIFIC SILVER CLOTH





PHEASANT, the gourmet's favorite bird, was successfully introduced to U.S. only in 1881, thrived on native corn and seeds. It is especially good roasted with brandy and cream and served with wild rice.

# Cooking Game Birds

THE U.S. HAS AN ABUNDANCE FOR ITS AUTUMN LARDER

North America was once a vast game preserve whose skies darkened on occasion with immense flocks of wild birds. Then the white man came with his taste for game, his plows that tore up its breeding grounds, his dogs and guns that killed it. By 1900 whole species had all but vanished. Since then an intelligent conservation policy and the adaptability of the birds themselves have restocked the sky. This season's 14 million hunters are expected to bring home some

70 million assorted fowl. On these pages seven of the best known appear in photographic still lifes by Thomas Yee, accompanied by flora from their native habitats, the guns that killed them and by the condiments and side dishes and wine which will accompany them on a well-dressed table. To make sure the meal is as delicious as its ingredients are handsome, LIFE presents after the color pictures directions for preparing and cooking the 10 favorite U.S. game birds.





**MALLARD DUCK**, most plentiful of all North American waterfowl, is a far-ranging, 50-mile-an-hour flier regarded as a delicacy on all the world's continents. It is excellent served with apricot sauce.



**QUAIL**, of which six species (these are bobwhite) inhabit open spaces from Manitoba to Texas, are highly adaptable, fast-breeding, wary when extensively hunted. Bobwhites average five to six ounces.





**WILD TURKEY**, once native to 39 states, is still found in 24 of them. The great gourmet Brillat-Savarin called it "one of the most beautiful presents which the New World has made to the Old."





**CANADA GOOSE** flies at a 2,000-foot altitude from Alaska and Canada to winter in U.S., is a tricky target, flavorsome meal.



**MOURNING DOVE**, found in all 48 states, is regarded as a songbird in north, a game bird in South.



**RUFFED GROUSE**, called partridge in the north and pheasant in the South, is one native game bird that thrives in civilization.



HE CHANGED HIS MIND ABOUT

"WOMEN DRIVERS"

— THANKS TO

**Saginaw!**



**SEPTEMBER 16:** I got so tired of John's cracks about "women drivers" never learning to maneuver right that I finally convinced him it was due mostly to my lack of male biceps—and that we should get Saginaw Power Steering on our new car.



**TODAY—8:15 A.M.:** Saginaw Power Steering on our new car has given me such self-confidence that I offered to drive John to the station. You should have seen his expression when I backed out without laying a wheel on his prize lawn!



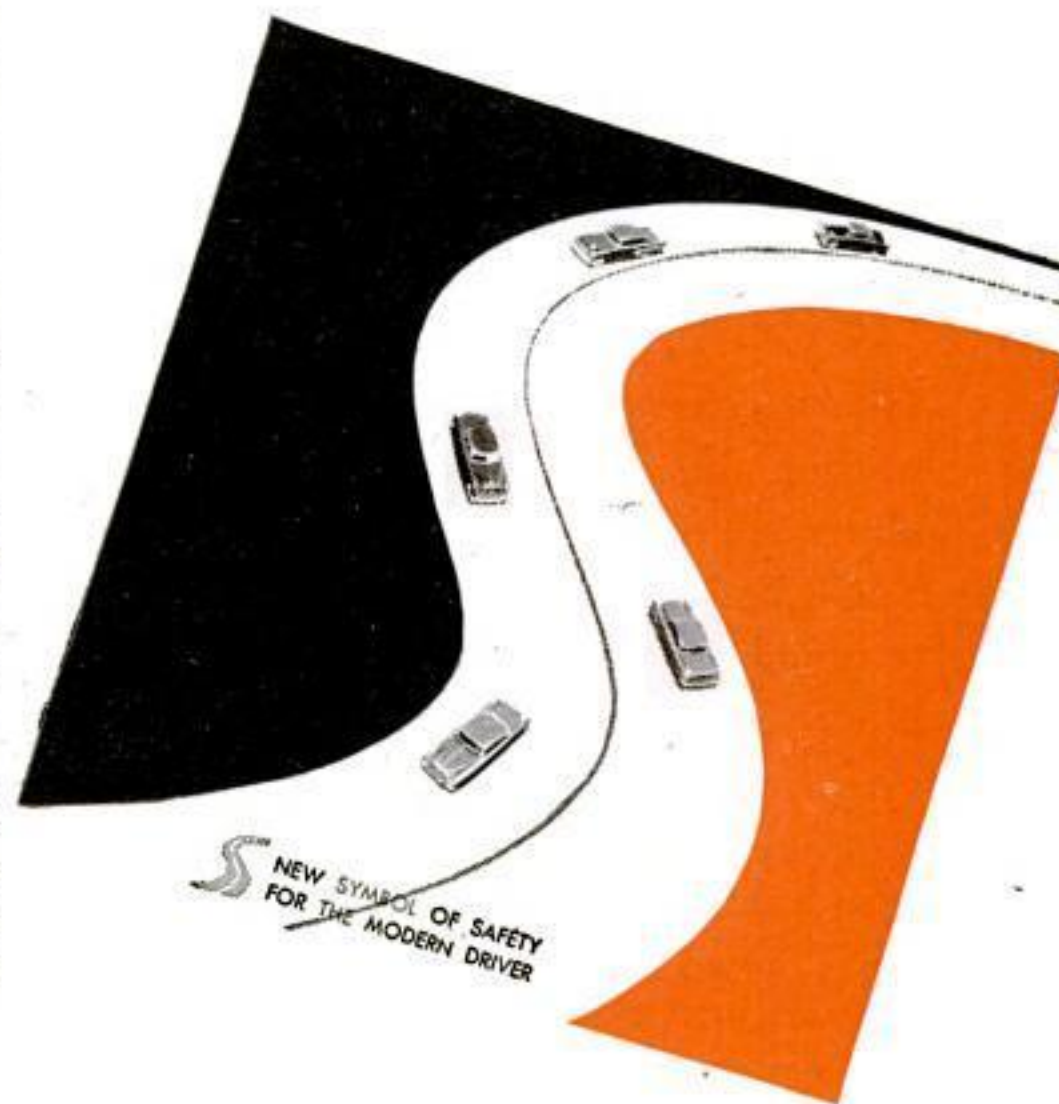
**10:30 A.M.:** By the time I reached the market there was only one narrow space left on the lot. I squirmed into it like a veteran, without straining a stitch or flicking a fender. What a contrast to the old ordeal—Saginaw supplies the "muscle"!



**4:22 P.M.:** Am I thankful to Saginaw now! Hurrying home from the Country Club I was forced off the pavement onto a nasty shoulder. It could have been serious—but Saginaw Power Steering blocked the shock. I easily kept control.



**5:49 P.M.:** As I nonchalantly drove John home through the heavy traffic he finally said it. "Nice going, Sue—at last I've made you an expert driver!" I just smiled. He knows as well as I do that Saginaw Power Steering deserves the credit!



**P. S.** You don't have to be a woman to fall in love with Saginaw Power Steering—ask any *man* who's tried it! Saginaw makes driving far easier, safer and more relaxing for *everybody*. It is now available at modest cost on all new General Motors cars and three other well-known makes. Be sure to ask for a demonstration. *Once you try it, you'll never want to be without it.*

**Saginaw**  
**POWER STEERING**  
SAGINAW STEERING GEAR DIVISION, GENERAL MOTORS CORPORATION, SAGINAW, MICHIGAN



You see the **LIGHT**  
when the  
**OVEN HEAT'S**  
**RIGHT...**



**"magic oven-eye"**

ANOTHER *Exclusive*

**Magic Chef**  
GAS RANGE FEATURE



The "magic oven-eye" takes the guesswork out of oven pre-heating. Just turn on the oven, then set the Red Wheel Regulator... the "magic oven-eye" tells when the oven's ready. You'll be baking for exactly the right time at just the right temperature. Get family-pleasing results everytime with *Magic Chef*. See it today!

Magic Chef features for cooking magic

- "MAGIC-RAY" SWING OUT BROILER • RED WHEEL OVEN HEAT REGULATOR • "MAGIC OVEN-EYE" • "MAGIC FLAME" UNI-BURNER • "MAGIC-AIRE" DEODORIZING LAMP

PLUS many other additional features

more women cook on *Magic Chef* than on any other range

MAGIC CHEF, INC. • SAINT LOUIS 10, MISSOURI

See  
**DAVE GARROWAY**  
demonstrate this feature  
Monday Morning on  
TV—"today"



Does your old stove have this  
**MODERN COOKING FEATURE?**

**"Change Your Range"**

change to a new *Magic Chef* gas range  
during "Old Stove Round Up" Time!

## GAME BIRDS CONTINUED

# RICH RECIPES FOR BIRDS ON THE PREVIOUS PAGES

The seven game birds shown on pages 113 through 116 may be cooked simply, much as any other fowl. The rich recipes below, some selected by great New York chefs, are for festive occasions, and make an event of dining on wild fowl. Before it is cooked, all game should be hung. This heightens the flavor and makes the meat tender. Few connoisseurs agree about the length of time. Pheasant, for example, is hung for as long as six months by some. For the average palate, however, two to six days is long enough for all game. Hang the birds in any dry cool place before they are drawn or plucked. After hanging, if feathers do not pull out easily, dip bird in warm water before plucking.

## ROAST PHEASANT WITH BRANDY AND CREAM

3 pheasant  
½ cup brandy  
1 pint heavy cream  
¼ cup prepared horse-radish  
6 slices bacon  
8 shallots thinly sliced

2 cups chicken stock  
4 tablespoons butter  
½ teaspoon freshly ground  
black pepper  
1 teaspoon salt

Cover breasts of pheasant with bacon slices and tie up so they will not lose shape. Brown in iron frying pan with butter and shallots. (If shallots are not available, use two tablespoons minced onion, one crushed garlic clove.) After birds are browned, place in baking pan with juices from frying pan. Pour brandy over birds and light. When flame dies, add chicken stock, pepper and salt. Roast uncovered in moderate oven (375°F.) for half an hour, basting frequently. Add cream and horse-radish to sauce, continue roasting for 15 minutes, still basting frequently. Serve birds on heated platter with sauce around them. Serve with popped wild rice (*below*) and currant jelly.

### POPPED WILD RICE

Wash two cups of wild rice well—two or three times. Dry on a towel. Heat deep fat to 375°F. Drop rice, two tablespoons at a time, into fat. Let it cook until it pops. Drain on a paper towel, salt lightly. If not serving immediately, store in a covered container and heat in oven before serving.

## ROAST WILD DUCK WITH APRICOT SAUCE

3 ducks  
Celery leaves  
½ cup red wine

1 cup butter  
Freshly ground black pepper  
Salt

Rub the ducks inside and out with half cup butter, pepper and salt. Put bunch of celery leaves in each duck. Roast ducks breast side up in hot oven (450°F.) for 20 minutes, basting every five minutes with a combination of remaining half cup butter, melted, and the wine. Carve ducks, keep warm over boiling water. Save juices for apricot sauce. Serve with baked hominy grits.

### APRICOT SAUCE

1 No. 2 can apricots  
1 teaspoon grated orange peel  
2 cups red wine  
3 duck livers

Duck juices  
6 tablespoons butter  
Freshly ground black pepper

Drain apricots and rub through coarse sieve into saucepan. Add orange peel, wine, pepper, butter, and bring to a boil. Cook for five minutes. Place pan over boiling water. Put duck livers through coarse sieve and mix with the duck juices. Stir combination into sauce. Continue cooking over water, stirring constantly until hot. Pour over duck meat, serve immediately.

### BAKED HOMINY GRITS

1 cup hominy grits  
3 tablespoons butter

4 cups water  
1 teaspoon salt

Bring water to boil. Add salt and hominy grits slowly. Cook, stirring until thick. Turn into buttered casserole; dot top with butter. Bake in moderate oven (375°F.) for 45 minutes or until brown and crusty.

## SAUTÉED QUAIL WITH GRAPE SAUCE

6 quail  
6 club rolls  
¾ cup butter

Freshly ground black pepper  
Salt

Split quail in half and brown quickly in half cup butter. Pepper and salt. Split club rolls in half and hollow out middle to make trenchers. (Trenchers may also be made from French bread cut in two-inch slices.) Toast trenchers in very slow oven (300°F.) until brown. Brush with remaining quarter cup butter, melted. Arrange quail on trenchers and serve with grape sauce.

CONTINUED ON PAGE 121



# Whiskey at its **BEST!**

For lightness,  
mildness - choose  
the **BLEND...**

For rich, smooth  
flavor - choose  
the **STRAIGHT**



Whether you favor a mellow blend, or prefer a rich-tasting  
straight... you can enjoy "whiskey at its best." Just ask for your  
type of satisfying, Kentucky-made Hill and Hill!

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## smart punkin

Three-flavored fun \* from Mars' sunlit kitchens—the best liked chocolate-covered candy bar in all the world... Milky Way.

- \* {  
1. Rich milk chocolate  
2. Golden caramel  
3. Creamy chocolate malted milk nougat



## GAME BIRDS CONTINUED

### GRAPE SAUCE

1 cup seedless white grapes	2 tablespoons finely chopped mushrooms
½ cup port wine	1 cup water
⅛ teaspoon ground cloves	½ cup finely chopped hazelnuts
4 tablespoons butter	

Put grapes and cup of water in saucepan and bring to boil. Cover and simmer for five minutes. Drain off water and add butter, wine and cloves. Cover and cook slowly for five minutes. Stir in the mushrooms and simmer for a few minutes more. Add the chopped hazelnuts and serve immediately.

### ROAST WILD TURKEY

1 turkey	Freshly ground black pepper
1 cup white wine	Salt
1 cup butter	

Rub turkey inside and out with half cup butter, pepper and salt. Fill cavity with peanut stuffing and truss bird. Roast uncovered in moderate oven (375°F.) 12 minutes per pound. Baste frequently with a combination of remaining half cup butter, melted, and wine. Serve with baked acorn squash.

### PEANUT STUFFING

3 cups roasted peanuts	1 egg beaten
4 cups dried bread crumbs	3 tablespoons butter melted
1 medium-sized onion finely chopped	½ teaspoon freshly ground black pepper
½ cup white wine	
½ cup chicken stock	

Brown roasted peanuts in oven, then chop fine. Combine peanuts with the rest of the ingredients, tossing them together lightly with a spoon. Approximate yield: eight cups stuffing, or enough for an 8-to-10-pound turkey.

### ROAST WILD GOOSE

1 goose	½ cup butter
½ cup gin	Freshly ground black pepper
2 or 3 juniper berries	Salt
¾ cup hot water	

Rub the goose inside and out with butter, pepper and salt. Fill its cavity lightly with chestnut stuffing and truss the bird. Roast uncovered in moderate oven (375°F.), 12 minutes per pound. Baste three or four times with a mixture of the gin, hot water and juniper berries. Serve with red cabbage and glazed apple slices.

### CHESTNUT STUFFING

4 pounds chestnuts	¼ cup butter melted
2 cups soft bread crumbs	¼ teaspoon freshly ground black pepper
½ cup finely chopped celery	2 teaspoons salt
1 cup heavy cream	

Cut slits in chestnut shells. Cover chestnuts with water, boil for 20 minutes, drain and peel off both shell and skin. Force the chestnuts through a coarse sieve. Sauté celery in butter until tender. Add celery and rest of the ingredients to chestnuts and mix lightly. Approximate yield: eight cups stuffing, or enough for an 8-to-10-pound goose.

### GLAZED APPLE SLICES

2 pounds green apples	⅛ teaspoon ground cloves
2 cups dark brown sugar	½ teaspoon cinnamon
Juice and grated peel of one lemon	1½ cups water
¼ teaspoon nutmeg	

Peel, core and slice apples. Arrange slices in shallow, ovenproof dish. Combine one cup of sugar with the rest of the ingredients and pour over apples. Bake in moderate oven (375°F.) 25 minutes. Sprinkle with remaining cup sugar and set under broiler until sugar caramelizes. Serve warm or chilled.

### ROAST GROUSE WITH RED WINE SAUCE

6 grouse	6 teaspoons butter
12 slices bacon	Freshly ground black pepper
Celery leaves	Salt

Cover breasts of grouse with bacon slices. Pepper and salt birds inside and out. Stuff each grouse with celery leaves and spoonful of butter. Roast uncovered in moderate oven (375°F.) for 15 minutes. Serve with red wine sauce.

### RED WINE SAUCE

¾ cup red wine	¾ cup beef stock
2 tablespoons minced onions	

Put onions into pan in which grouse were roasted. Sauté over low heat until onions are golden brown. Add wine and beef stock and bring to a boil. Cook five minutes, stirring and scraping the pan. Serve piping hot.

CONTINUED ON NEXT PAGE

YORK. Youthful lines, jeweled movement, \$19.95. With Hadley expansion band, \$24.95



VICTORIA. Jeweled movement. Also in white case, \$19.95. With slim expansion bracelet, \$24.95

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Who'd ever guess this Christmas selection of Wadsworth Watches starts at just \$19.95? Especially when that includes:

- **The style and beauty** of cases fashioned by the same men who create cases for America's finest watches.
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Your jeweler has a gift-inspiring selection of Wadsworth Watches to show you now. Each one beautifully boxed, waiting to be the first gift your jeweler sets aside for someone special on *your* list.



BEVERLEY. Exquisite. 17 jewels, also in white case, cord, \$27.50. With Hadley expansion bracelet, \$33.75



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HARTFORD. 17 jewels, luminous dial and hands. With Hadley expansion band, \$35.75. With strap, \$29.75



MARCELLA. Tiny, sculptured, 17 jewels. Also in white. In Hadley expansion bracelet, \$29.75. With cord, \$24.95

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A GOOD WATCH AT A BETTER PRICE

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*the perfect setting for you*

THE ROMANTIC  
*Plantation*

Brookwood\*  
Enchantment\* Del Mar\*

70-piece service in  
convenient drawer chest  
only \$7250

*This long-to-be-cherished* silverware is the perfect setting for entertaining a pair or a party. So carefully wrought, so beautifully balanced, so radiantly bright, it will bring you years and years of pride and pleasure. For an extra overlay of *pure silver* on all most-used pieces protects the vital wear-point. And you can afford a *complete set*—not just a single place setting. Choose from Del Mar, Brookwood, Plantation\*, or the new Enchantment. Compared to any fine silverplate, you get *more pieces for less money*.

\*Trade Marks. © 1953, Oneida Ltd., Oneida, N. Y.

**1881 ROGERS**  
SILVERPLATE BY ONEIDA LTD. SILVERSMITHS

## GAME BIRDS CONTINUED

### MOURNING DOVE AND MUSHROOM CASSEROLE

6 doves  
6 small onions  
1 No. 2 can whole tomatoes  
1 6-ounce can mushrooms  
1 garlic clove crushed

1 large onion chopped  
½ teaspoon thyme  
¼ teaspoon dried basil  
½ cup butter  
Parsley

Stuff each dove with a small onion, a teaspoonful of butter and a few sprigs of parsley. Melt rest of butter in skillet and sauté garlic. Remove garlic and reserve. Brown doves quickly in skillet. Put browned birds and sauce from pan in a deep casserole together with the garlic and rest of the ingredients. Cover casserole and cook in moderate oven (375°F.) for one and a half hours. Garnish with water cress and lemon sections, serve with polenta.

#### POLENTA

1 cup yellow corn meal  
2 tablespoons butter  
4 tablespoons grated Parmesan cheese  
4 cups water

Dash cayenne pepper  
¼ teaspoon freshly ground  
black pepper  
1 teaspoon salt

Bring water to a boil. Slowly add corn meal and salt and cook, stirring constantly until slightly thickened. Place over boiling water and cook for 45 minutes. Add the rest of the ingredients and cook a few minutes more. Spoon polenta around hot platter to make ring for doves and sauce.

### CASSEROLE OF PARTRIDGE

6 partridge  
6 thin slices boiled ham  
12 slices bacon  
½ cup brandy  
½ cup butter

¾ cup beef stock  
Juice of 6 oranges  
Freshly ground black pepper  
Salt

Line casserole with thin slices of ham. Stuff birds, truss them and cover breasts with bacon slices. Arrange in casserole. Place over low heat, covered, and allow to cook slowly for 15 minutes. Lift off cover and pour brandy over birds. Cover and set casserole in hot oven (400°F.) for 20 minutes. Remove birds and ham slices and keep hot over boiling water. Ladle excess fat from baking dish, strain remaining pan juices through fine sieve. Add butter and stock a little at a time to juices while stirring. Bring to rapid boil. Season with pepper and salt to taste and add orange juice. Return birds and ham to sauce and serve in casserole.

#### TARRAGON STUFFING

6 partridge livers  
6 tablespoons finely chopped bacon  
6 tiny garlic cloves minced

6 tarragon leaves finely chopped  
Freshly ground black pepper

Chop livers fine and combine with rest of the ingredients.

### WOODCOCK PIMENTO

6 woodcocks  
½ cup flour  
½ cup olive oil  
6 small onions peeled  
2 cloves garlic crushed  
⅛ teaspoon saffron

6 large green peppers minced  
½ cup sherry  
3 pimentos minced  
2 cups chicken stock  
Freshly ground black pepper  
Salt

Cut woodcocks in quarters. Roll in flour seasoned with pepper and salt. Heat oil in skillet, add onions, garlic, woodcocks. Turn pieces of woodcock often to brown evenly. When woodcock is brown, put in deep casserole. Add saffron, peppers, sherry, pimentos and stock. Cover and cook in hot oven (450°F.) for 15 minutes. Serve with wild rice.

### BROILED BAND-TAILED PIGEONS

6 pigeons  
¾ cup olive oil  
2 tablespoons finely chopped parsley  
1 tablespoon finely chopped chives

½ teaspoon freshly ground  
black pepper  
1 teaspoon salt

Split pigeons down back without separating halves, flatten them with a cleaver. Mix the rest of the ingredients. Marinate pigeons in this mixture for 20 minutes, turning frequently. Remove pigeons from marinade and place skin side down on broiler. Broil for 10 minutes, brushing several times with marinade. Turn and broil for 10 to 15 minutes more. Serve on hot toast with butter sauce, garnish with water cress and lemon sections.

#### BUTTER SAUCE

¾ cup butter  
1 teaspoon chopped parsley  
Juice of 1 lemon

½ teaspoon salt  
¼ teaspoon freshly ground  
black pepper

Melt butter and add other ingredients. Serve hot.



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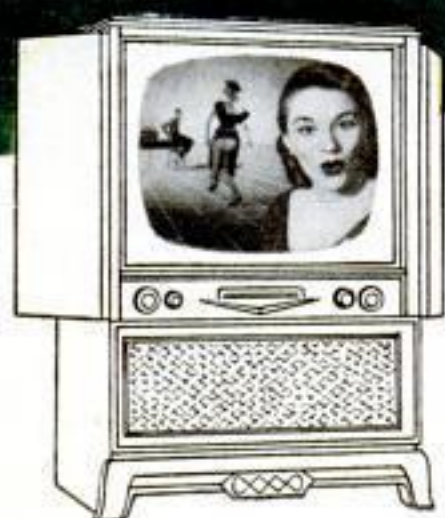


# PHILCO PRESENTS

## WORLD'S FIRST TELEVISION WITH



PHILCO 6300, 24-INCH CONSOLE



**Giant New 24-Inch  
Deep Dimension Picture!**



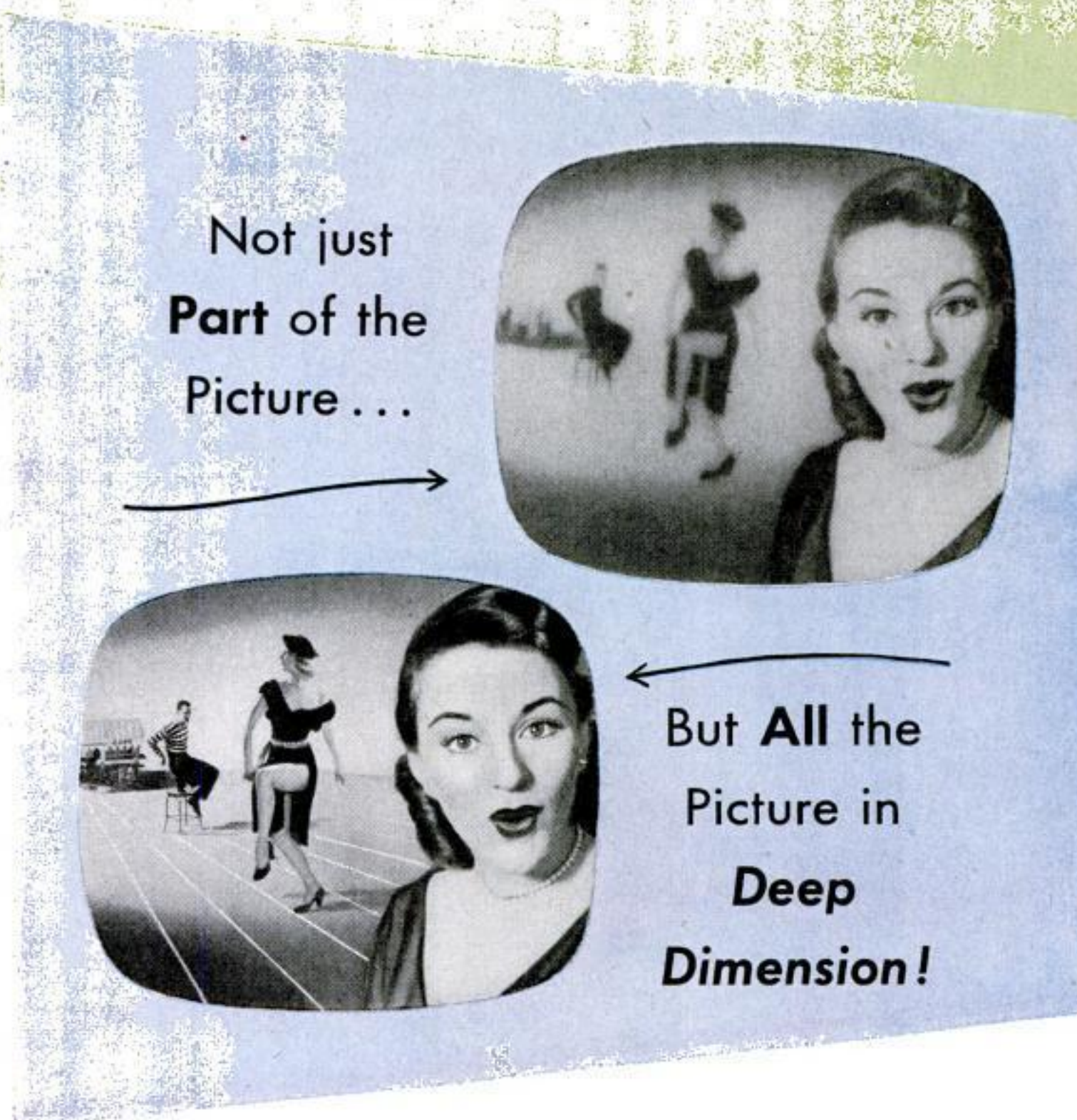
It's here—from Philco—24-inch television! 335 square inches of the finest picture in all television . . . in no more room space than many 21-inch sets. Table models and consoles, like the 6300 above with its exquisite cabinet of mahogany and veneers, equipped with swivel casters and Built-In UHF-VHF Aerial System. See the new Philco 24-inch television at your dealer's.



# FOR 1954...

## DEEP DIMENSION PICTURE

**PHILCO®**  
**HF-200**  
 WITH  
**DEEP DIMENSION  
 PICTURE**



**T**HERE'S never been a picture like it on the television screen!

Now, with Philco's revolutionary new HF-200 television, you see not just part of the picture, with precious background detail lost in blur and diffusion, but *all* of the picture... with new brilliance, new clarity, new depth of detail, new *deep dimension*.

Let your Philco dealer demonstrate this sensational new picture. By any comparison, in any location, the Philco HF-200 brings you the finest picture television has ever achieved.

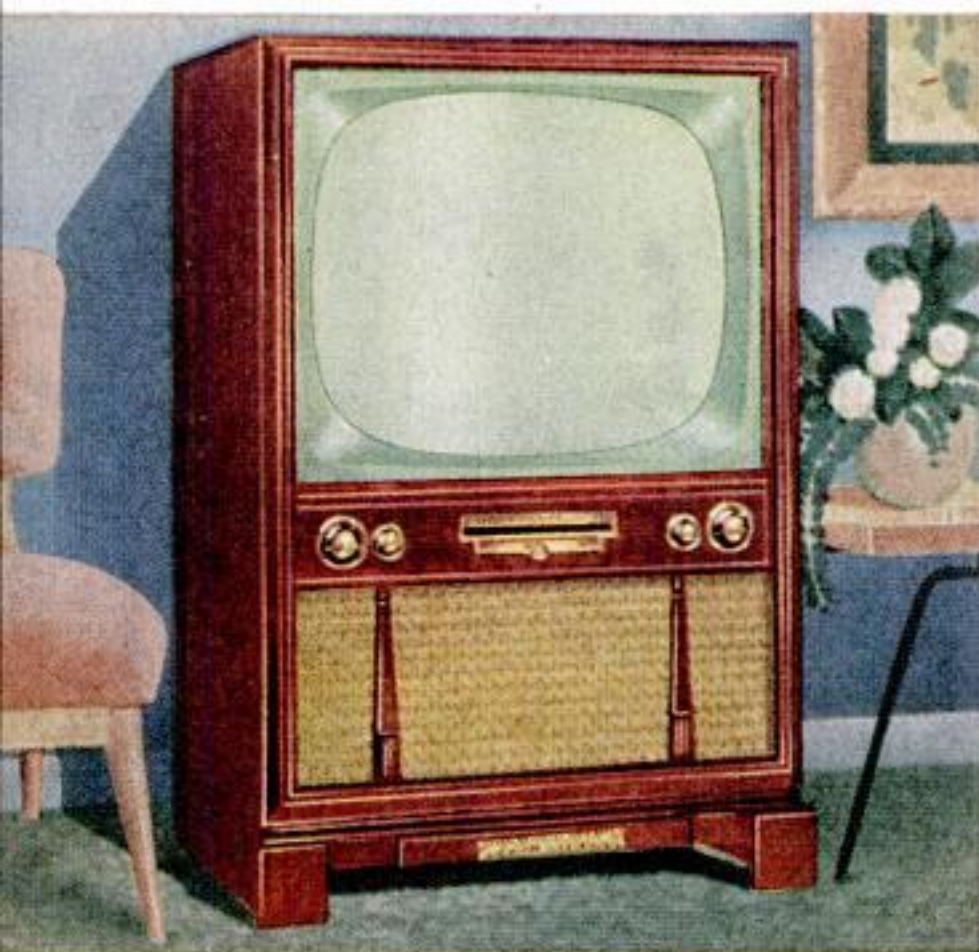
No other receiver so completely overcomes the obstacles of distance, interference and noise. Even close to airports, the HF-200 virtually eliminates airplane "flutter." Next door to machine shops, it shuts out interference that

once ruined most TV pictures. Everywhere it adds new *miles* to reception... new *deep dimension* to the picture.

Available in 17, 21, 24 and 27-inch screen sizes. Luxurious combinations, consoles and table models, in the widest range of fine cabinetry ever offered.

See the great new 1954 Philco television models at your dealer's now. Every model is available with Philco's exclusive built-in All-Channel Tuner for UHF. Prices range from \$179.95 to \$1,000, federal tax and warranty included. Specifications subject to change.

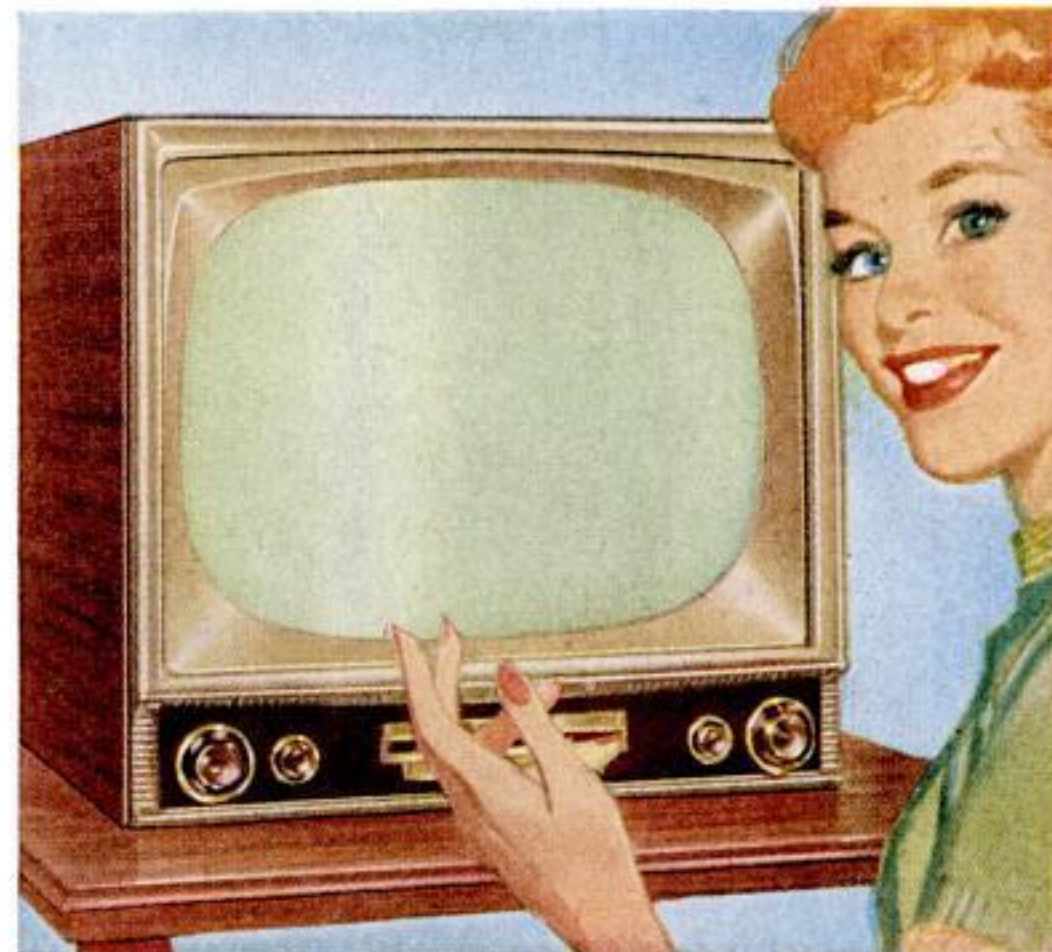
Philco Factory Supervised Service, industry's largest organization of factory-trained TV specialists... available through your dealer. Philco Replacement Tubes improve the performance of *any* television or radio receiver. ©PHILCO CORP.



Luxurious new 24-inch console in a rich mahogany veneer cabinet on casters. Philco 6104.



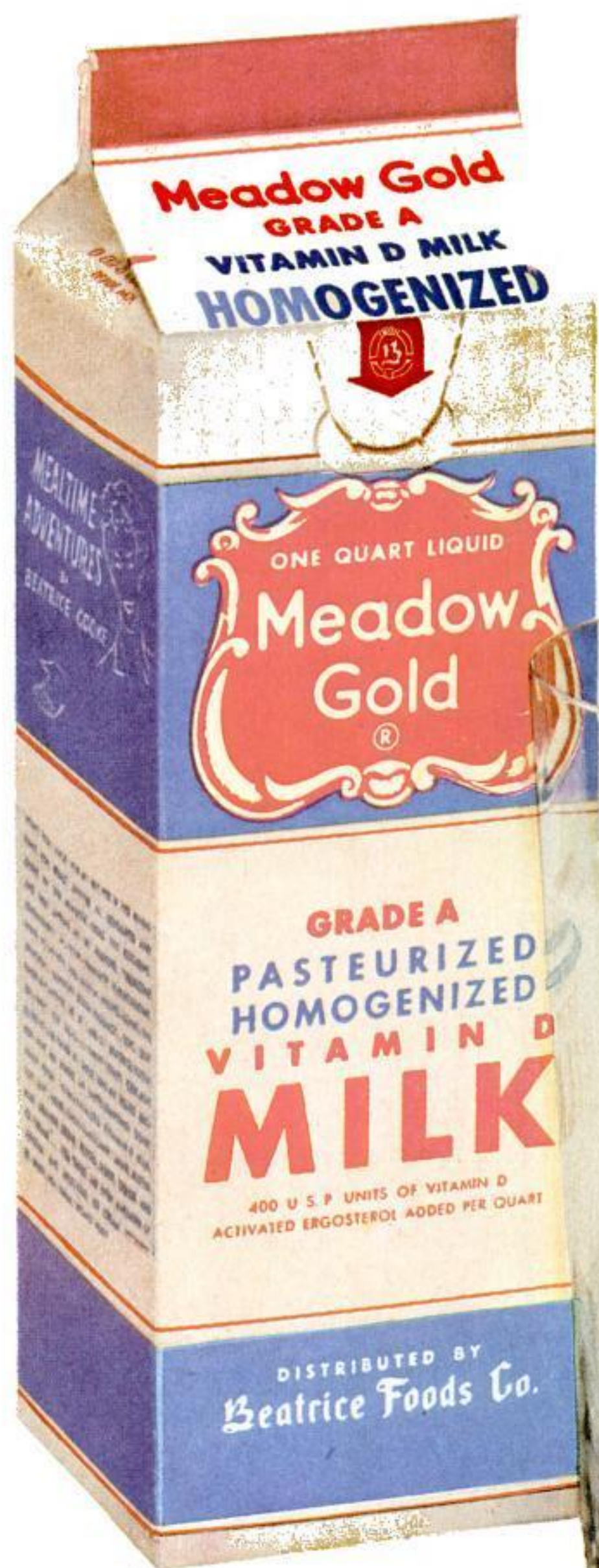
Famous Golden Grid television in blond 21-inch console of oak solids and veneers. Philco 4306-L.



Spectacular Golden Grid 21-inch table model, the Philco 4004. Available with matching table.



You're never too young and never too old  
to need your quart of **Meadow Gold!**



**Y**OUR family doctor will tell you — you never outgrow your need for milk.

And *we* believe you'll never outgrow your love for Meadow Gold Milk, once you taste how creamy-rich and satisfying it is!

We believe no care is too great to make our milk the best your money can buy. So *Meadow Gold actually leaves our dairies even purer and better-tasting than when it left the farm!* Won't you try it?

Pick up Meadow Gold at your store. Or have it delivered to your door.

**Meadow Gold is mighty good!**

**Beatrice Foods Co.**



# CAREERS APLENTY

**Vikki Dougan models, acts,  
designs, studies, mothers**

When she was 13 and her name was Deirdre Tooker the attractive blonde shown here got her first modeling job. Ever since her face and figure have earned her a good living. Today, as Vikki Dougan, she earns \$100 a week by looking pretty on Jackie Gleason's TV show and about \$250 a week modeling. She spends some of her money and 13 hours of her time each week taking nine classes in acting and singing. All her spare time is spent with her 3-year-old daughter, Debbie. Somehow, she also manages to design clothes, such as the playsuit she is wearing on the cover. She tries to sell her designs by modeling them herself.

Vikki, born in Brooklyn 21 years ago and divorced from Debbie's father, once caused a stir in fashion circles by using wigs to change her appearance and help her get more modeling jobs (*LIFE*, July 28, 1952). She has done a little acting (a part in a summer theater at Provincetown and a kissing commercial for a lipstick on TV). She liked the stage role but not the kissing. "I kissed him all morning and all afternoon," she said, "and I didn't enjoy it at all."



**DAY WITH DAUGHTER** is enjoyed Sundays when Vikki has no classes, no work. Here in Central Park playground, she and Debbie climb on monkey bars.

**TWO ON TRAPEZE** (right), Vikki and daughter Debbie work out at a gym. Debbie is fond of imitating whatever she sees her mother doing or wearing.



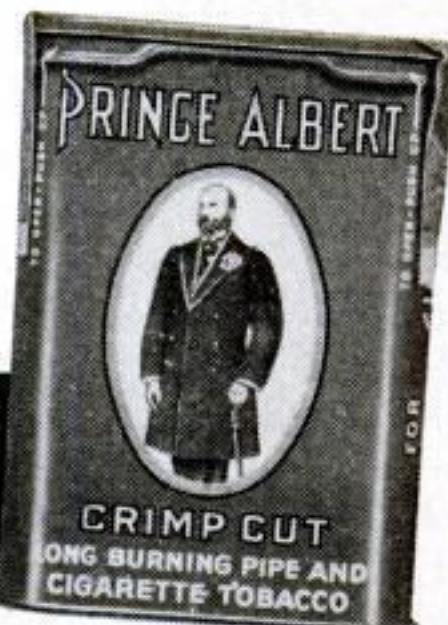
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# MORE MEN SMOKE PRINCE ALBERT

than  
any other  
smoking  
tobacco

**Mild!  
Tasty!**



A. J. Reynolds Tobacco Co., Winston-Salem, N. C.



**Delight  
your dog-**

with **K**rispy, **K**runchy

**Kliz DOG CANDY**

New treat even puppies can chew

A taste that "wows" dogs and cats! Made without sugar. Veterinarian-approved ingredients build energy—special shape aids chewing. Feed KLIX freely!



for cats and kittens, too!

ANOTHER FINE FRENCH'S PET PRODUCT

## CAREERS CONTINUED



**ON MODELING JOB**, Vikki earns \$25 an hour. Photographers like her figure, almond-shaped eyes.



**A FEW SNIPS** and Vikki completes an expert haircut on Debbie, who likes her mother's barbering even though she winces here at touch of scissors.

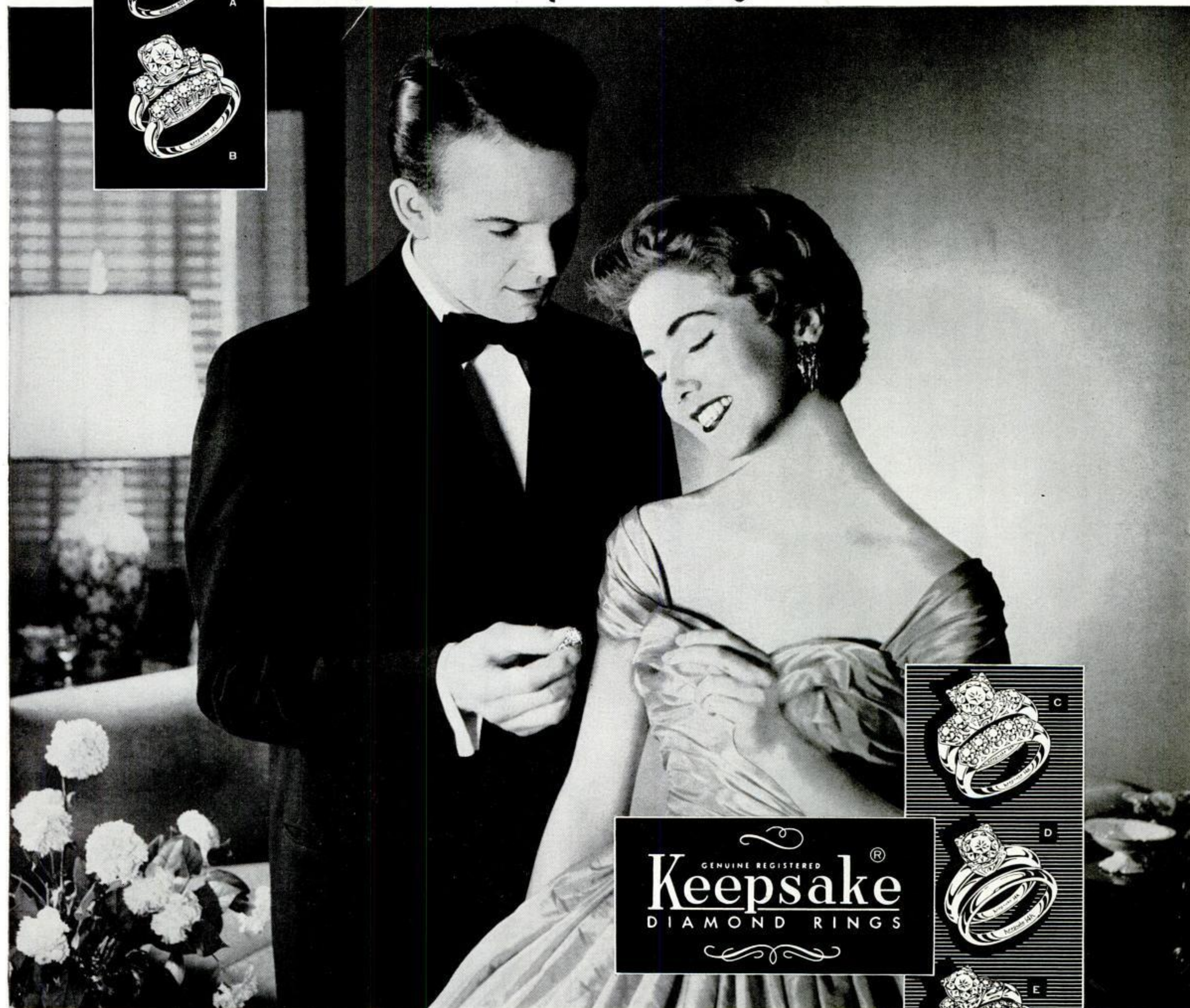


**IN ACTING CLASS** at Betty Cashman studio, Vikki (at right) in a scene with another student attempts an exercise in simulating mounting anger.

CONTINUED ON PAGE 130



# Your Keepsake...forever



GENUINE REGISTERED  
**Keepsake**<sup>®</sup>  
DIAMOND RINGS



Neiman-Marcus gown  
by Murray Hamburger

*Wonderful things are happening to you! Wonderful dreams are coming true with this keepsake of love—your diamond engagement ring.*

Because it is endowed with such special meaning, your diamond ring should be chosen with infinite care, mindful that the finest quality diamond is your best buy. Remember, Keepsake is the *guaranteed perfect* diamond ring. In a wide range of styles from \$100 to \$10,000.

The diamond in every Keepsake engagement ring is a perfect gem, guaranteed and registered by the Keepsake Certificate signed by your jeweler and endorsed by Good Housekeeping Institute.



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24 diamonds, 14K white gold,  
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Others from \$110 to \$3000.

Write for name of nearest jeweler and for  
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OFFICIAL WATCH OF CAPITAL AIRLINES



## CAREERS CONTINUED



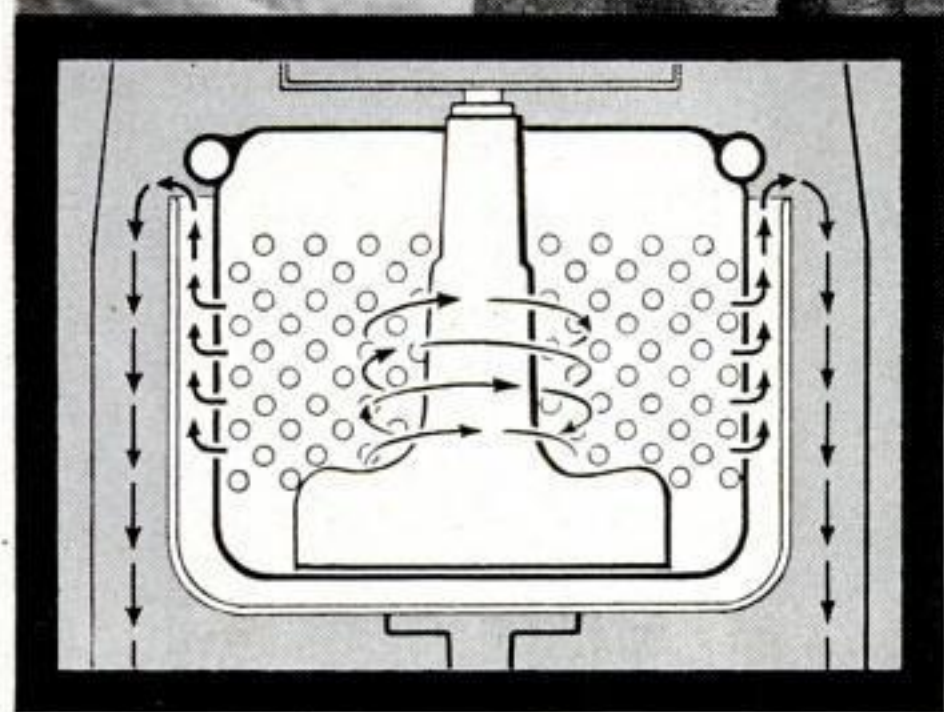
AS A BRUNETTE, Vikki shows how she sometimes fools friends into thinking she is her own younger sister. She also dons wigs while acting out the roles of princesses in fairy stories for her daughter. "When I put on a black wig I feel I'm really myself," says Vikki. "I find that I'm never shy in a wig."



**everything washable**  
*washes cleanest with the exclusive double-  
 spin tub care of the Maytag automatic.*



HER DRESS-OF  
 WASHABLE ACETATE BY  
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*Two spinning tubs, one inside the other, never let dirty water strain back through clothes. Everything from miracle fabrics to cotton rugs and overalls is washed safely, beautifully clean!*

***uses less water, too!*** Water-thrifty Maytag uses less water than other agitator-type automatics for full loads . . . as much as 46% less! No need to fuss with a suds-saving device. Fresh, *clean* water for every load means cleaner clothes. Maytag has all these features too: washes full family-size load, Gyrafoam washing action, positive water control, safety lid, flexible washing cycle, gentle spin-dry, built for extra years of service, costs less in the long run! THE MAYTAG COMPANY, makers of washers, dryers, ironers, ranges, freezers.

**Maytag**  
*automatic washer*



See the new  
 Maytag Automatic  
 Dryer to match!



# RUGGED ROYAL PORTABLE

**now adds 22 MORE YEARS  
to grueling "41-Year TEST"!**

*Famous stock model still  
beating out 100 words  
a minute, day after day*

Clicking out 100 words a minute, day in, day out, and actuated by a typing robot, a stock model Royal Portable rolled up 6 million words between June 16 and the cut-off date, August 19, at U. S. Testing Company, Hoboken, N. J.\*

The machine did the amount of typing a portable user would do, if he wrote a 400-word letter a day for 41 years, every day in the week including Sundays, Christmas, New Year's, and other holidays.

But tough-minded, rugged-conscious Royal executives said, "It hasn't quit yet. Keep the machine running."

As of the new cut-off date, September 23, the same stock model has x-ed out "The 41-Year Test" and has now rolled up 22 years and 8 months more of typing.

Add 22 to 41, if you like, and call it "The 63-Year Test." In fact, figure it any way you want to and you conclude that this is the typewriter of a lifetime for a lifetime.

What other portable typewriter has been put on the test block and told to deliver proof of ruggedness and durability?

Try the NEW **ROYAL**<sup>®</sup> portable  
—the typewriter of a lifetime for a lifetime

What other portable has dared to back up a claim of durability with fact which has been established by an independent research organization?

Has any other portable ever gone through an all-out, nothing-to-hide test like this?

Figure it any way you like! Here is *the* portable typewriter for you . . . \$9.95† down, 18 months to pay. Liberal trade-ins. See your Royal Portable dealer.

\*Test number E-6993, Aug. 20, 1953

†Plus applicable taxes.



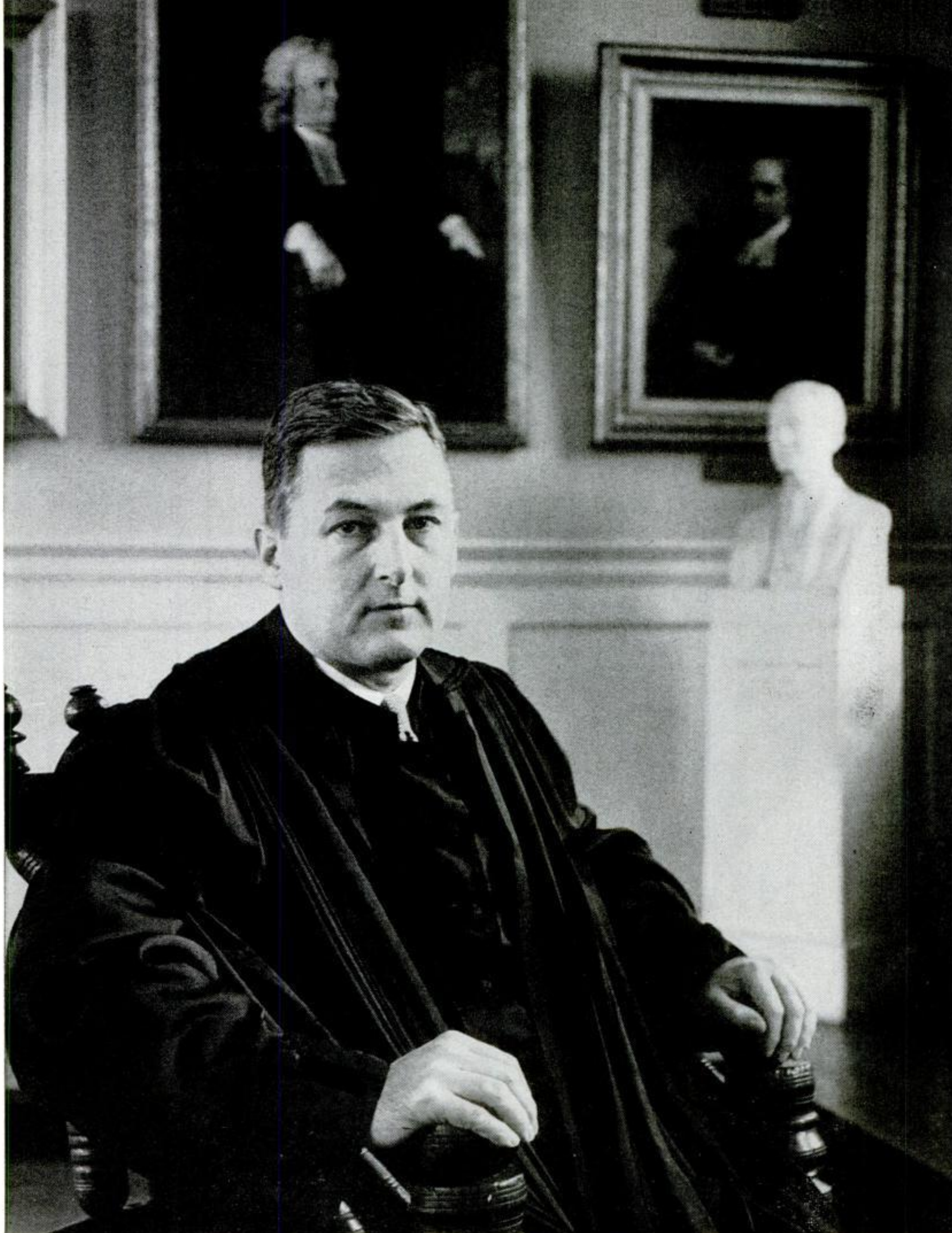
Does more for you . . . does it better because of these 9 amazing features! • Speed Selector • New Speed Spacer • Push Button Top • Visible Tab Set • New Color Combinations • New Carriage Controls • Greater Paper Capacity • Fiberglass-plastic Carrying Case • plus Royal's famous "Magic" Margin.

"Magic" and "Touch Control" are trade-marks of Royal Typewriter Company, Inc.



**NEW PRESIDENT** of Harvard takes over traditional triangular chair of predecessors. Behind him are portraits of Edward Holyoke, Harvard's ninth president, and of James Walker, 18th president.

# HARVARD INSTALLS NEW PRESIDENT



With top hats but almost no ceremony, the nation's oldest university inducts Nathan Marsh Pusey



Last week 33 men, a half dozen in academic gowns and the others decked out in morning clothes and top hats, walked in ragged procession across the leaf-littered yard of Harvard University (*below*). From Massachusetts Hall, where they started, to University Hall, where they were going, was only 100 yards, and their walk, which attracted few bystanders, was over almost before it began. The occasion was, however, historic to the nation's oldest university: Nathan Marsh Pusey, former head of little Lawrence College in Wisconsin (*LIFE*, June 15) was being inducted as 24th president. Inside the great hall, where Dr. Pusey later sat for his formal portrait (*above*), the ceremonies were over in 20 minutes. Dr. Pusey had asked that his inauguration be simple. University authorities complied so fully that the official Harvard Gazette somehow neglected even to mention it in the weekly calendar of events.

**GOING TO INDUCTION** Dr. Pusey (*third from left*) walks with C. E. Wyzanski Jr., overseers' head.



"Tickless" electric time for  
bedroom, living room or den!



## NEW G-E PARTNER is all metal...styled for any room

**THE PARTNER.** Here is a burnished-gold-colored alarm clock with all metal case, that is built to "go places" in the home! Luminous—you can see it at night. Color, styling, and red sweep-second hand also "dress it up" for bedroom, living room or den.

**\$7.98\***

## The Brite-Dial \$9.98\*

New-type  
lighted dial  
easier to read  
in the dark



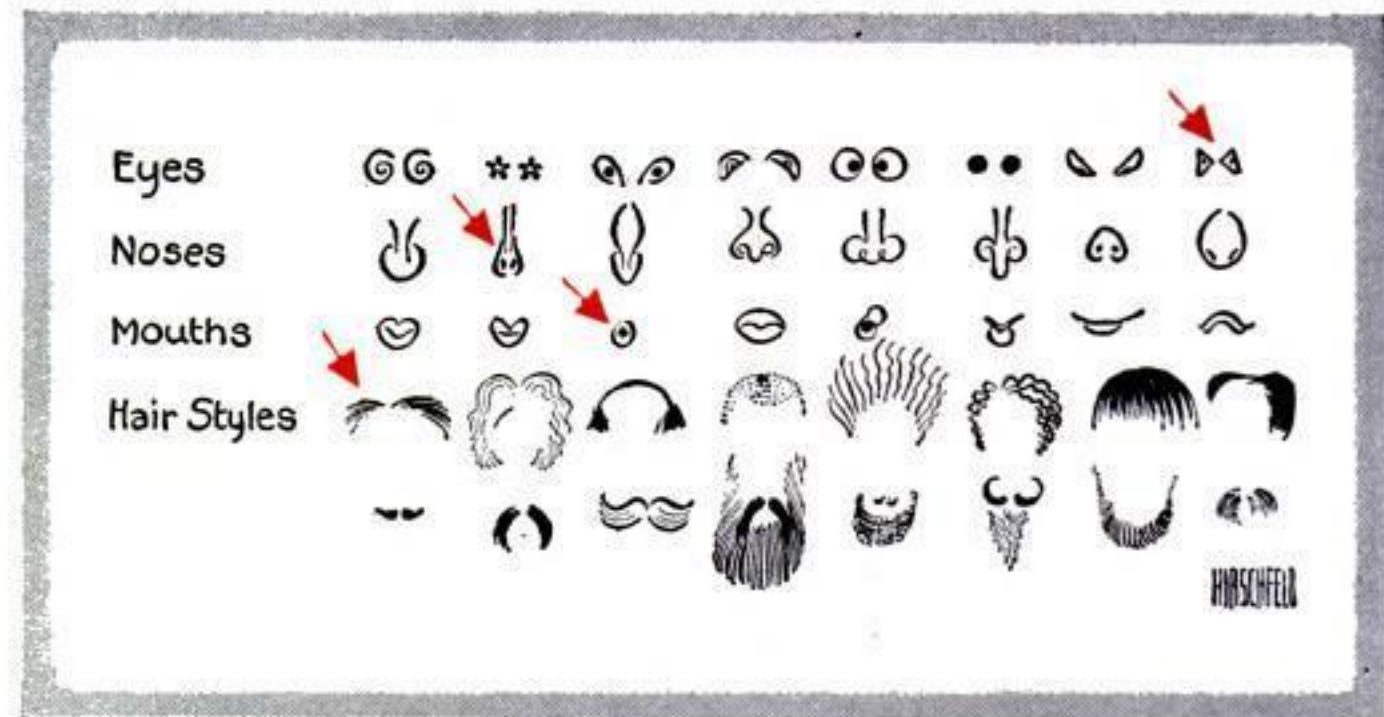
**THE BRITE-DIAL.** A G-E first! Just a flick of the knob at the lower right and you have *more or less* illumination on the dial to read numerals in dim light or darkness. Optically engineered for non-glare readability. Soft but compelling alarm. Ideal for bedroom or TV. Black case against white dial with gold-colored bezel also gives it a "living room" look. General Electric Company, Small Appliance Division, Bridgeport 2, Connecticut.

Enjoy silent, accurate "tickless" electric time.  
G-E Electric Clocks from \$3.98\* to \$845.00\*

**GENERAL  ELECTRIC**

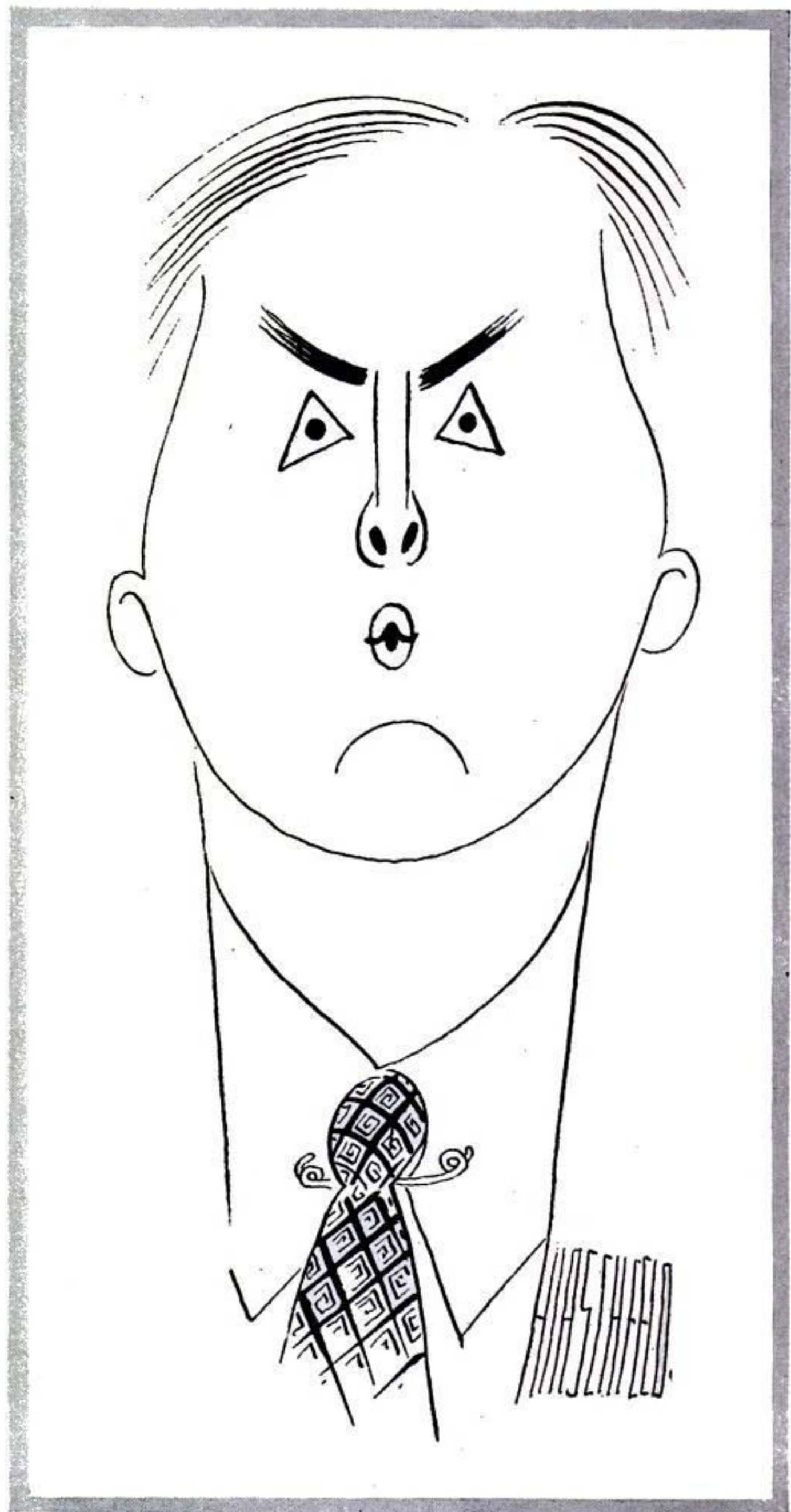
\*Manufacturer's recommended retail or Fair Trade price. Plus applicable taxes.

## Harvard President CONTINUED



## A PREDICTION THAT PAID OFF

When James B. Conant resigned the presidency of Harvard early this year *The Harvard Crimson* published a selection of cartoonists' predictions of what his still unknown successor would look like (*LIFE*, May 18). Artist Al Hirschfeld submitted an assortment of features (above) from which, he said, a good likeness could be assembled. After Pusey was chosen, Hirschfeld proved himself right by choosing the features indicated by arrows to create the Pusey likeness below.





# If you like beer You'll Love Schlitz

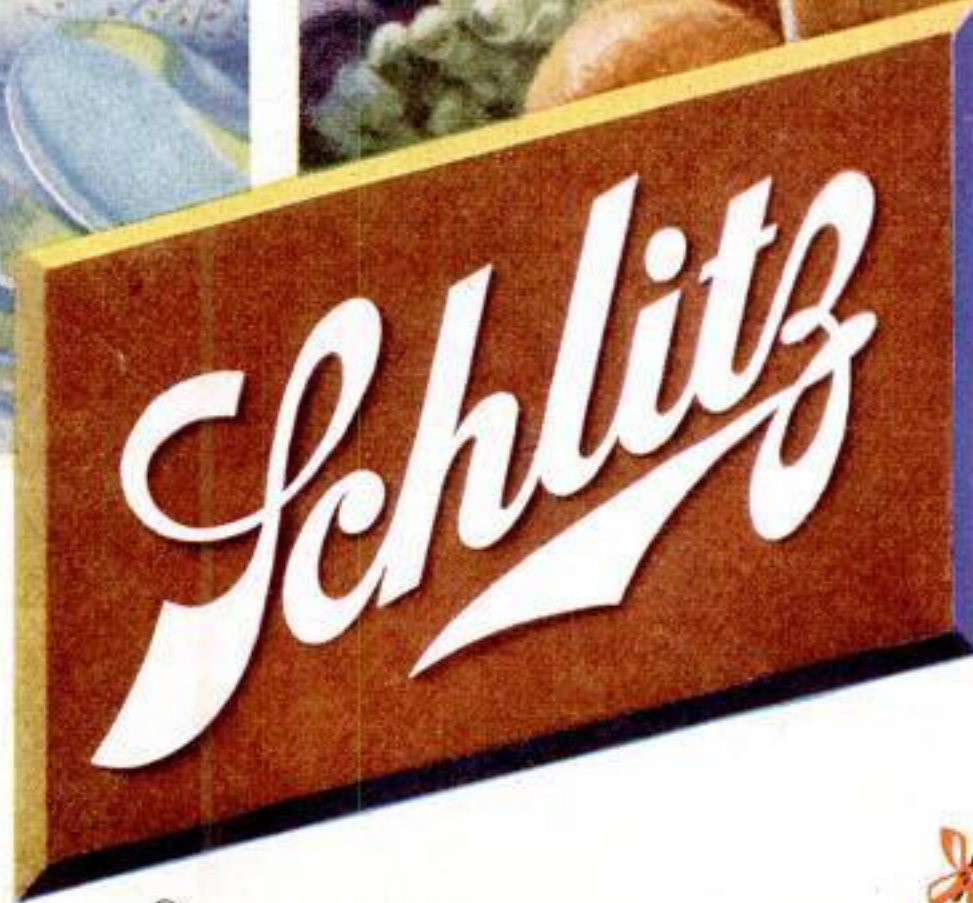
*No harsh bitterness...  
Just the kiss of the hops*

This dry and mellow beer . . . this beer of *matchless flavor* . . . is the world's largest seller.

Year after year more bottles and cans of Schlitz are bought—*millions more*—than of any other beer. This popularity is the result of the most conclusive taste test in beer history.



Schlitz is available in quart bottles, 12-oz. bottles and cans, and the 7-oz. bottle. Also in 24-Pak and handy 6-Pak cartons of cans and "one-way" bottles that require no deposit.



ON TV EVERY WEEK—The popular "SCHLITZ PLAYHOUSE OF STARS." See your newspaper for time and station.

© 1953—Jos. Schlitz Brewing Company, Milwaukee, Wis. Breweries at Milwaukee, Wis. and Brooklyn, N. Y.

*First in Sales*

## The Beer that Made Milwaukee Famous

Copyrighted material



# Wherever you find the best servicemen you find **GENERAL MOTORS** parts and accessories



Wherever you go—from Maine to California, from Texas to the Dakotas—you'll find reputable servicemen using these dependable products. That's just as natural as can be—for servicemen who make a conscientious effort to keep your car operating at peak performance naturally turn to parts and accessories with a proved record of trouble-free motoring. They know

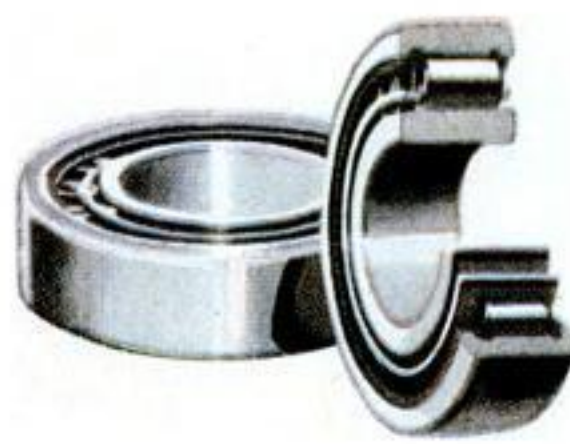
how long and how well these parts operate. They know that production standards and quality of materials must be kept high. They know that these same products are used as original equipment by America's leading vehicle manufacturers. It's with these considerations in mind that the country's finest servicemen use General Motors parts and accessories.

## **Guide** Lamps



In 1910 Guide produced its first lamp. Since that time Guide has led the field in contributing to automotive lighting improvements. Today, Guide produces many types of lamps, including sealed beam units, and accessories for a majority of the country's passenger cars, trucks, buses and tractors.

## **HYATT** Roller Bearings



Hyatt was in at the birth of the automotive industry—and has continued to grow with it. Today, Hyatts are specified by automotive engineers wherever precision roller bearings are needed to maintain the peak performance demanded in the nation's highway vehicles as well as a majority of its off-the-road vehicles.

## **Delco-Remy** Starting, Lighting, Ignition



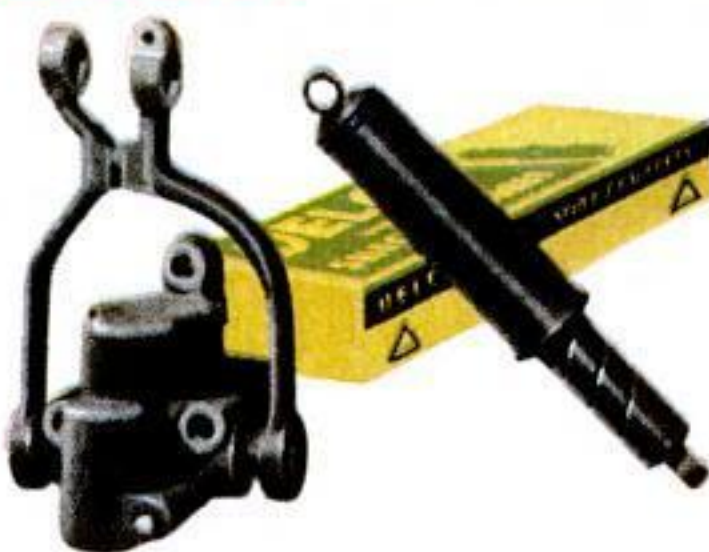
Since 1926, when Delco and Remy merged, the name Delco-Remy has been synonymous with superior automotive electrical equipment. Delco-Remy products include cranking motors, generators, regulators, distributors, coils and other electrical equipment for cars, buses, trucks and tractors.

## **Packard** Cable Products



Packard has long been the preferred cable for the many more miles of trouble-free performance that it yields, and it is used on more vehicles than cable of any other make. In addition to battery, lighting and ignition cable, Packard also makes T.V.R.S. suppressor cable for radio and TV use.

## **DELCO** Shock Absorbers



More than half of America's car owners ride on Delco shock absorbers. This unprecedented popularity is the result of Delco's "engineered ride control," an exclusive feature made possible by designing each shock absorber to meet the specific requirements of the car, truck or bus that it is used on.

## **MORaine** Engine Bearings



To keep pace with advancements in the automotive field, Moraine engineers and General Motors Research designed the famous "type 100" engine bearing specifically for modern, high-compression engines. This first-quality, long wearing engine bearing has proved itself and is preferred by leading servicemen.

## **Saginaw** Jacks



With the application of the recirculating-ball principle, Saginaw added new safety, dependability and ease-of-handling of car jacks. This exclusive principle provides friction-free operation and prevents the jack from slipping when the car is lowered.

## **ROCHESTER** Carburetors



Built to exacting standards, Rochester advance-design carburetors are establishing new performance records. They are used as original equipment on Chevrolet from 1950, Oldsmobile from 1949 and Cadillac from 1951. Rochester also supplies replacement carburetors for all Chevrolets from 1932.





## **HARRISON** Thermostats



Thirty-five years of experience in heat-transfer provides Harrison with an unequalled fund of technical knowledge. All of this skill and research goes into producing better radiators and thermostats that will function more efficiently under all weather conditions and for all vehicles.

## **NEW DEPARTURE** Ball Bearings



Servicemen everywhere know that the name New Departure stands for "Production Specified" ball bearings. As one of the world's leading producers of ball bearings, New Departure makes countless types and sizes for thousands of applications including cars, buses, trucks, tractors and industrial equipment.

## **DELCO** Batteries



Delco's silver anniversary, celebrated this year, highlights twenty-five years of producing dependable batteries that meet all of the requirements of the automotive industry. Delco Batteries are available in a wide range of sizes, types and capacities, including the popular 6 and 12-volt units.

## **INLITE** Brake Linings



Matched sets of Inlite brake linings are compounded for the exact amount of friction required on each brake of each vehicle. This means safe, smooth stops at all speeds. Leading servicemen recommend this one-quality, top-quality lining that is used as original equipment on many fine cars.

## **DELCO** Brake Parts, Fluid



In addition to lined brake shoes and master and wheel cylinder repair kits, the Delco Brake Products line includes Super 11. This heavy-duty brake fluid has been nationally accepted for its high quality and dependable resistance to heat developed under severe operating conditions—in all climates.

### Other UNITED MOTORS AUTOMOTIVE LINES...

- **AC** GAUGES, SPEEDOMETERS • **MORaine** GASOLINE FILTERS
- **DELCO** CLOCKS • **KLAXON** HORNS
- **HARRISON** RADIATORS • **ROCHESTER** CIGAR LIGHTERS
- **DELCO** ELECTRONIC PARTS • **DELCO** AUTOMOTIVE MOTORS

**Available through Automotive Wholesalers and Dealers Everywhere**



GENERAL MOTORS PRODUCTS



UNITED MOTORS LINES



# ¡NUEVO!

(NEW)

NEW PROCESS ADDS NEW COLOR,  
NEW FLAVOR, NEW FIESTA TO  
NEW NIBLETS MEXICORN  
WHOLE KERNEL CORN WITH PEPPERS



YOU'VE NEVER TASTED ANYTHING  
LIKE THIS because there's never been  
anything like the *new* Niblets Mexicorn whole kernel corn  
with peppers. New natural flavor, new natural color!  
The secret's a new "fresh-flavor" process that cooks those  
golden kernels and cubes of sweet red and green peppers  
in one-fifth the time. Look for the new Niblets Mexicorn  
with the new red flavor spot for the  
gayest treat that ever lit up a meal.



**NEW**  
**NIBLETS® MEXICORN®**

WHOLE KERNEL CORN WITH SWEET RED AND GREEN PEPPERS

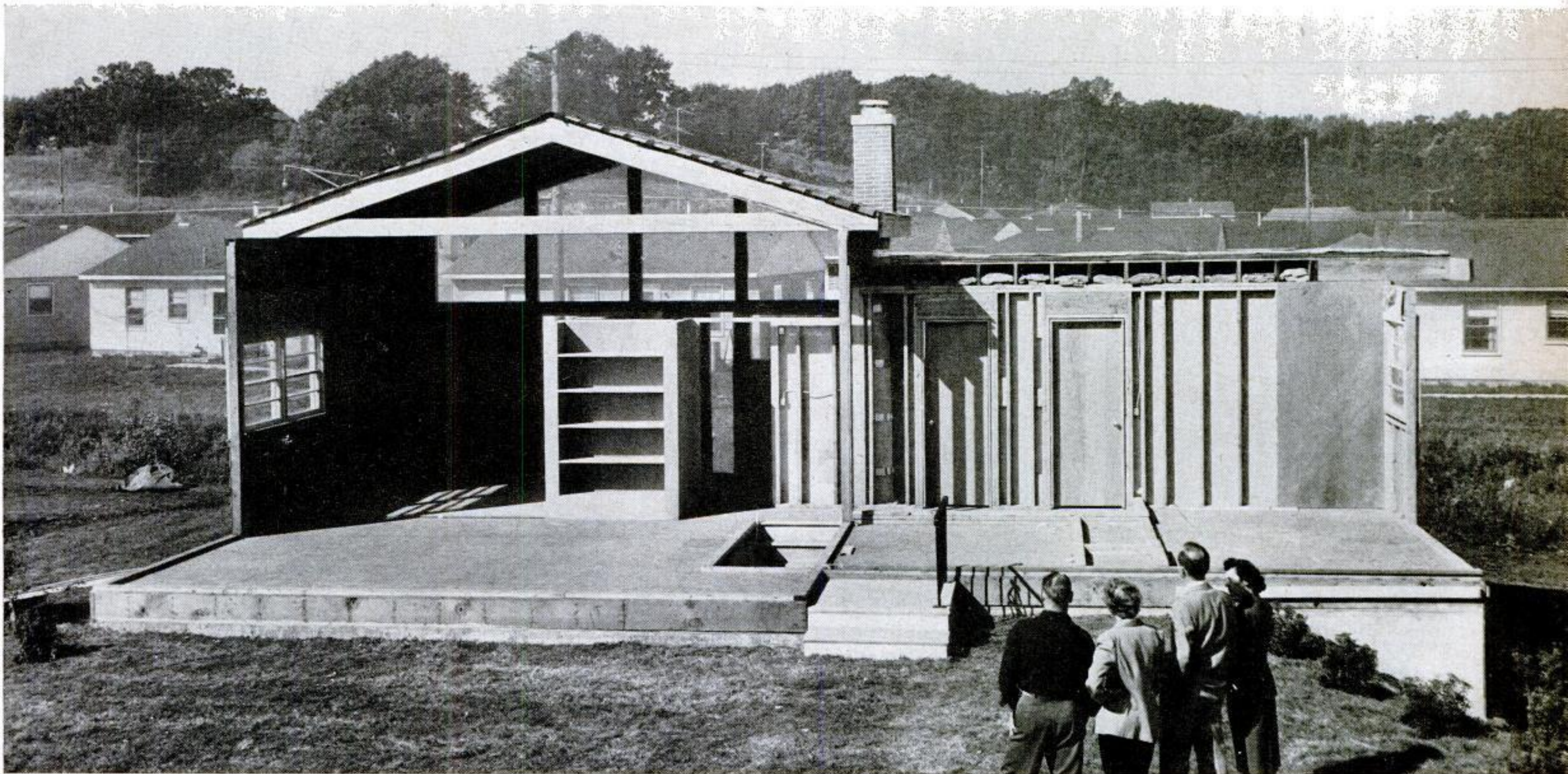
Green Giant Company, headquarters, Le Sueur, Minnesota. "Niblets" and "Mexicorn" are trade-marks Reg. U. S. Pat. Off. GGCo. ©GGCo.



# IMMIGRANT AND AN IDEA



ERDMAN (LEFT) AND PARTNER PEISS INSPECT BLUEPRINTS FOR KIT HOUSE



CUTAWAY MODEL WAS LEFT UNFINISHED TO SHOW CONSTRUCTION DETAILS AND DEMONSTRATE FURTHER STEPS TOWARD COMPLETING HOMEMADE HOUSE

## Efficient package plan saves \$5,000 on a well-designed homemade house

Of all the experts who have tackled the big idea that Americans can build their own homes, the most promising is a 32-year-old Lithuanian immigrant named Marshall Erdman. In the U.S. since 1938, he studied architecture at the University of Illinois. Two years ago Erdman joined Woodworker Henry Peiss of Madison, Wis. to produce an ingenious you-build-it house. Based on the formula that the amateur can save at least \$1 an hour by doing all carpentry and finishing, the Erdman-Peiss package uses many shortcuts to make the work foolproof. The amateur uses precut, premarked lumber, cabinets of building-block flexibility, a new paper which both seals and finishes inside walls, a simplified heating-duct system. Jobs like plumbing and digging the basement are done by professionals as part of the package. Neither the first nor cheapest "kit" but probably the best designed, this puts up a \$14,000 house for \$9,000, without lot. Though kits are now available only within 75 miles of Madison, Erdman and Peiss are already planning to expand deliveries to a 400-mile radius.

CONTINUED ON NEXT PAGE

EVERYTHING AMATEUR WILL USE, TWO TRUCKLOADS, IS ARRAYED HERE







**NOW! JET POWER!**  
**YES, 56%  
 MORE POWER!**



**Jet powered!** Amazingly different Jet 99 proved 56% more powerful than the average of 4 popular cleaners. Jet-power to lift out deep dirt and stubborn specks.



**Jet designed!** Streamlined Jet 99 is the cleaner design of tomorrow. Glides smoothly over rugs, floor, linoleum. Easy to carry. Stores compactly in your closet.



**Jet emptying!** Get rid of dirt in 2 seconds flat! No heavy motor to lift out and put back. Lid flips up like a "silent butler." Just toss dustbag away. That's all!



**No extras to pay!** Jet 99 comes complete with snap-in hose, rug cleaner, 2 extension wands plus 7 Serva Tools in handy carrying kit. No extras to pay whatever!

**SEE JET 99 . . .  
 the vacuum cleaner that gives you  
 ONCE-OVER CLEANING ACTION!**

**UNIVERSAL**

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.  
 DISTRIBUTED IN CANADA BY NORTHERN ELECTRIC LTD.

**HURRY!** Try Jet 99 before you buy any cleaner. For dealer's name write Landers, Frary & Clark, New Britain, Conn.

**Jet 99**  
 VACUUM CLEANER

## HOMEMADE HOUSE CONTINUED



**LAYING ROOF,** carpenter fits 2 x 8 plank to trusses. Use of tongue-and-groove spruce sheathing permits leaving wood exposed inside if buyer wishes.



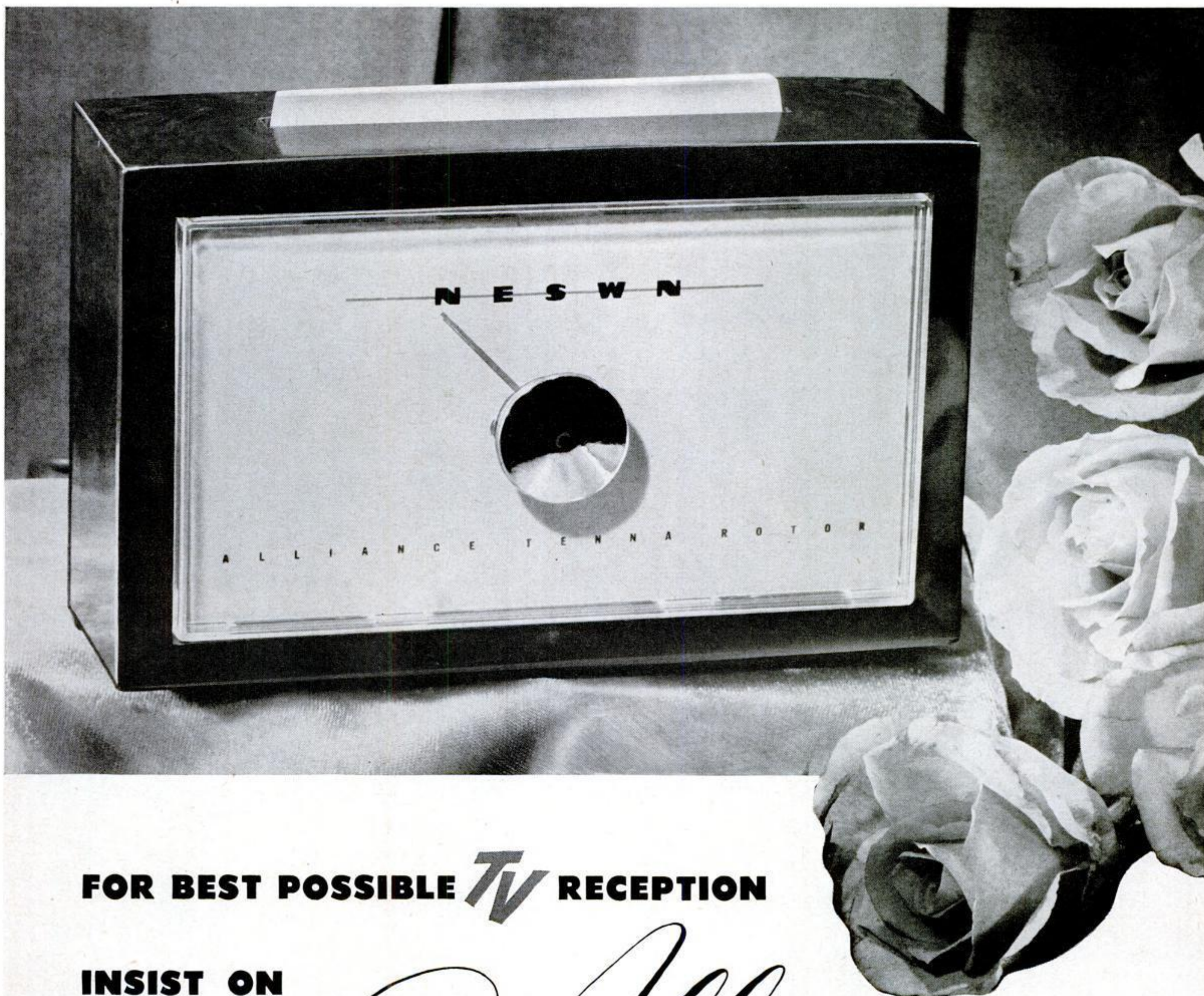
**STITCHING SHINGLES** with a heavy-duty stapler, lent to buyer by firm, goes so quickly that one man can complete 800 square feet of roof in one day.



**INSTALLING DOOR,** already hung in frame, the builder simply inserts it between the studding, fastens it to studding, nails trim to opposite side.

CONTINUED ON PAGE 142





**FOR BEST POSSIBLE *TV* RECEPTION**

**INSIST ON**

*Alliance*



**TENNA-ROTOR** . . . An antenna rotator that helps ELIMINATE INTERFERENCE and gives you pin point tuning by aiming the antenna directly at the station of your choice. It is particularly helpful in locating signals of the very critical UHF Stations. Touch one end of the tilt bar on this handsomely styled control in your living room and powerful, weather protected motor mounted on your pole, turns antenna one direction. Press down on other end, and it turns other direction. Outells all other makes of rotators ten to one. Over a million in use.

**UHF CONVERTER** . . . This Alliance All Channel UHF Converter enables your present TV set to receive all the new UHF stations. Easily installed. More units sold than any other make.

If your favorite television dealer doesn't have Alliance products, write directly to us . . . Dept. L.

**THE ALLIANCE MANUFACTURING CO.**  
ALLIANCE, OHIO

*A Leading Manufacturer of Precision Electronic Products for More than a Quarter Century*





*Upsy-Daisy!*



Make this Pineapple Upside-Down Cake with your Favorite Cake Mix...and turn it out perfect in

**REYNOLDS  
WRAP**

*The Pure Aluminum Foil!*



Standard 25-foot Rolls

Jumbo Economy Rolls, 75 feet

Heavy Duty, half a yard wide



Reynolds Metals Company, Louisville 1, Ky.

See "Mr. Peepers", starring Wally Cox, Sunday, NBC-TV network

LOOK FOR THIS SEAL! On any product it means the manufacturer is using the finest packaging known.



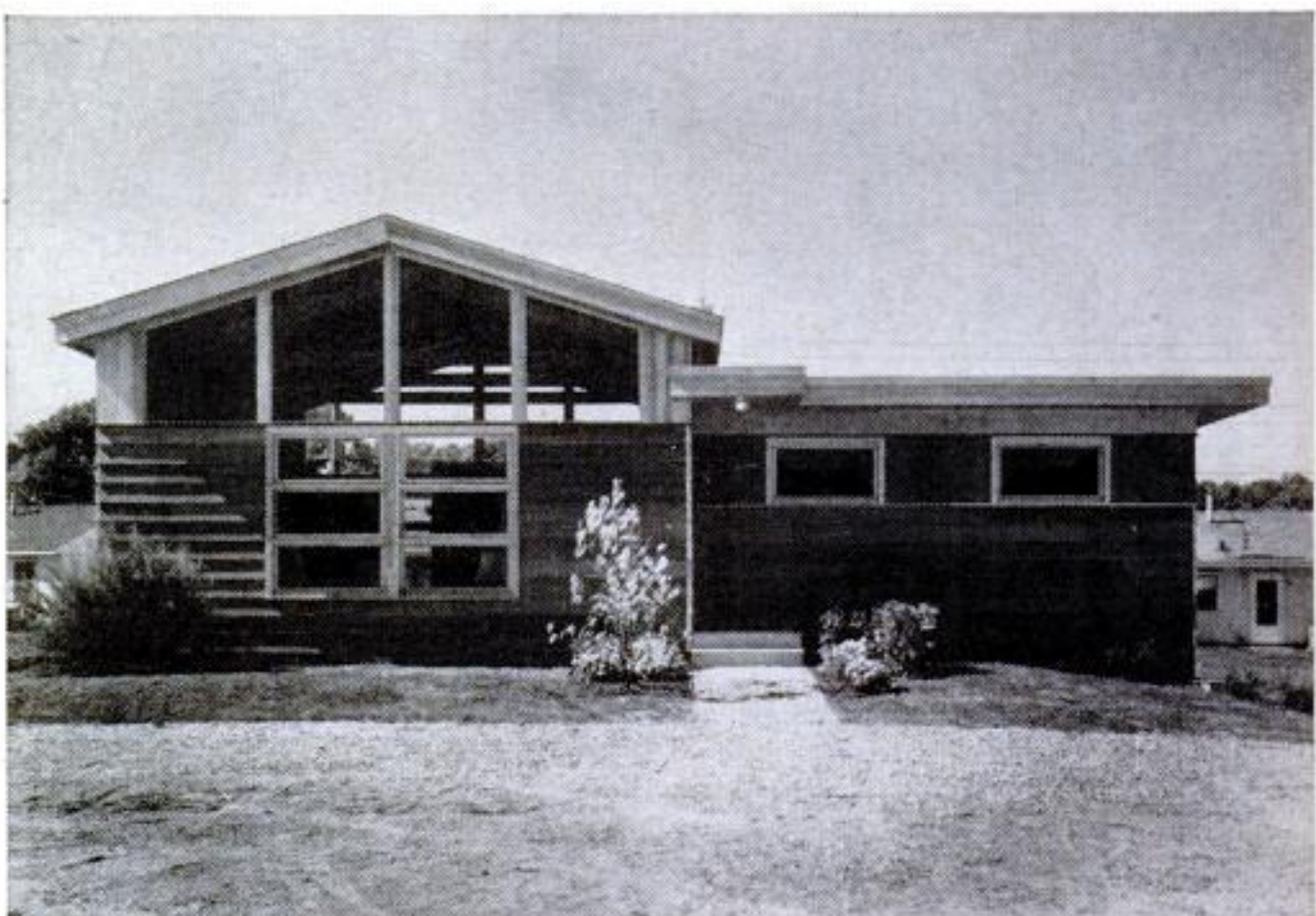
## HOMEMADE HOUSE CONTINUED



"HOW-TO" DEMONSTRATION gives Foreman Elmer Immel a chance to show off a timesaver, metal corners on siding to avoid tricky miter cuts.



SAMPLE ROOM shows an interior complete with a set of Erdman-Peiss assemble-it-yourself furniture which costs about \$300 for living-dining area.



FINISHED HOUSE has clean lines, large windows. Like nine other models, both conservative and modern, it has three bedrooms and a full basement.





**Tripletwist**  
*broadloom  
 by Bigelow  
 is your  
 blueprint  
 for a  
 lovelier  
 home!*



Nothing could be more beautiful or practical than Bigelow Tripletwist broadloom on every floor in your home.

Tripletwist has the rich, good looks you want for your living room and foyer. And it resists soil, foot and scuff marks. What an important plus for your dining room *that is!*

What's more, this luxurious 3-ply all-wool broadloom has the deep, thick pile that makes bedroom floors so soft, you'll want to throw away your slippers. Bigelow Tripletwist broadloom makes your home quieter, too.

Remember! Bigelow's exclusive *Permaset*\* process assures you that every twist in Tripletwist *is in to stay* . . . no matter how many times the carpet is cleaned.

For the name of your Bigelow retailer, call Western Union by number and ask for Operator 25.

**Get your free copy of** *Carpets—Their Selection and Care* at your Bigelow retailer's. Or send name, address and 10¢ to Home Service Bureau, 140 Madison Ave., New York 16, N. Y.



**See** Tripletwist at your Bigelow retailer's. Discover how little it costs to carpet a room or your entire home. Budget terms available.

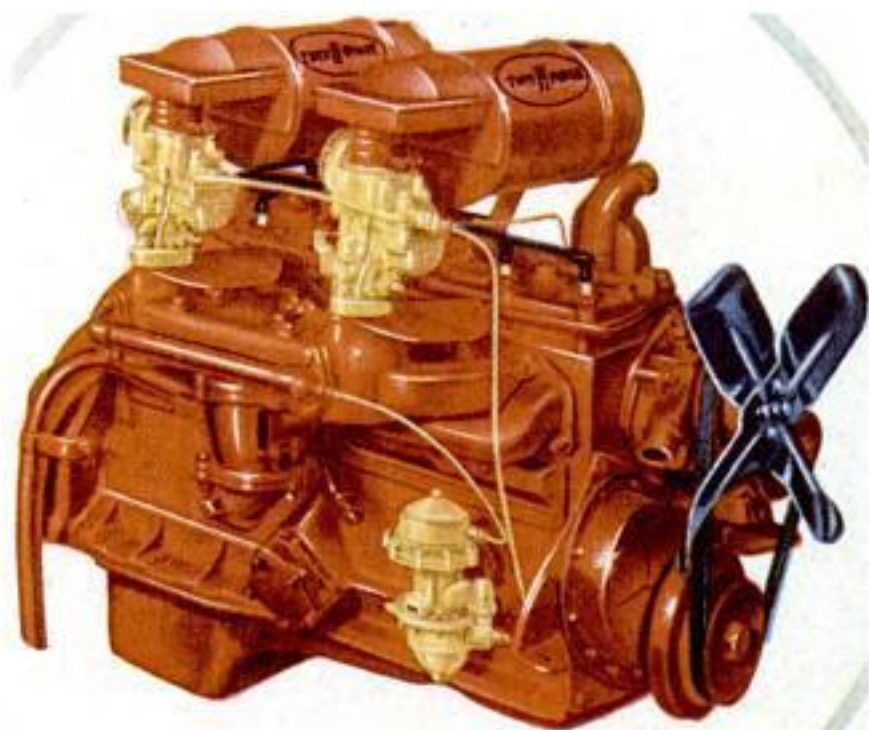
- 1** Gold Tripletwist—A light-hearted, sunny color for the room that needs brightening.
- 2** Avocado Tripletwist—It's the new green that decorators are raving about.
- 3** Prairie Beige Tripletwist—A stunning neutral shade that will make your room seem larger.
- 4** Cocoa Tripletwist—A warm, rich brown. Perfect with blues and grays.
- 5** Aqua Tripletwist—Lovely in any room. Exquisite in a bedroom. \*Patented

**Bigelow**  
**Rugs and Carpets**

*Beauty you can see . . .  
 quality you can trust . . . since 1825*



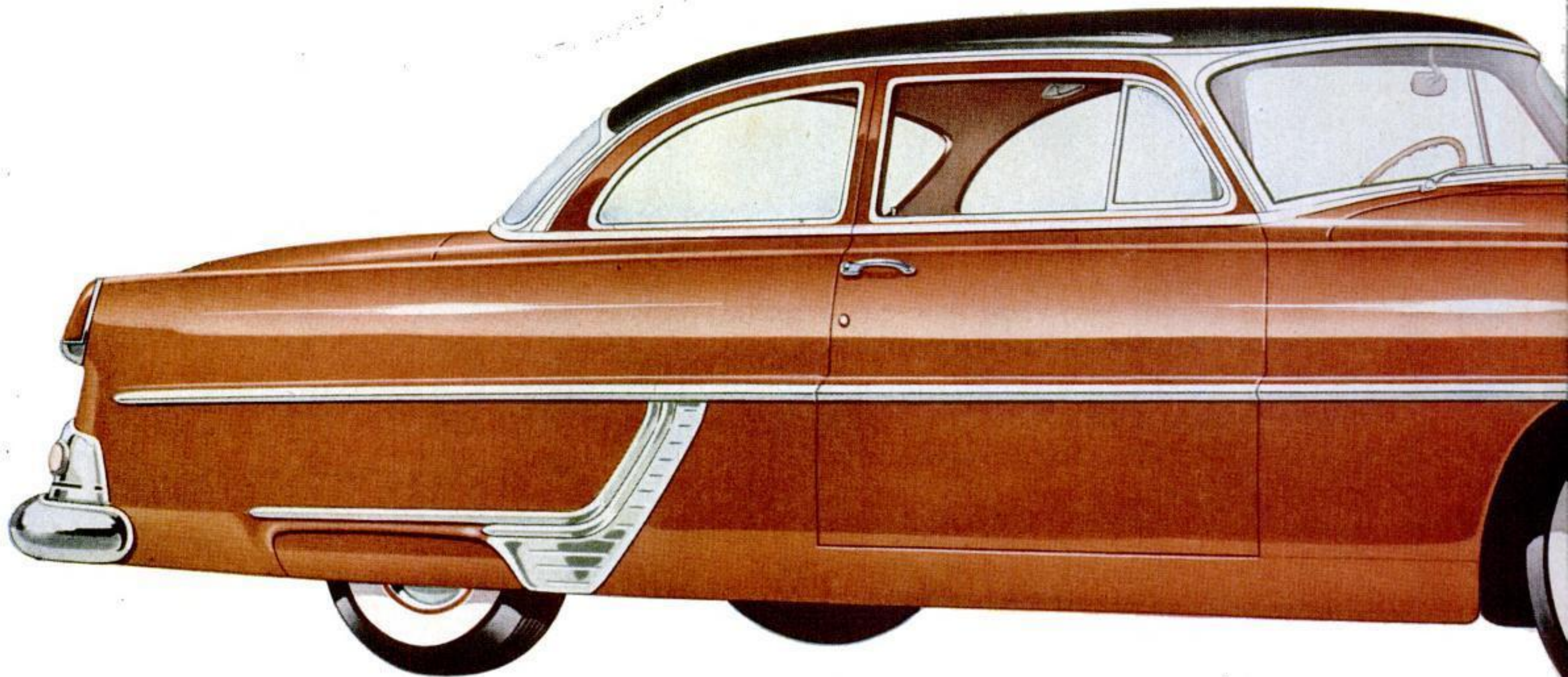
# 1954



## Quickest Power Response You've Ever Seen!

Here's new power and performance at *every* point in the driving range. Touch your toe to the pedal and feel *instantaneous* response—not only at highway speeds, but in everyday traffic driving! There's no lag, no flat spot in power response. For you're driving with Hudson's *Instant Action Engines* that have Super Induction—an entirely new and exclusive development.

## Introducing Instant Beautiful



*New Flight-Line Styling for the fabulous new 1954 Hudson Hornet Club Coupe*

**H**UDSON'S HERE for 1954—ready for you now, at your Hudson dealer's. Not only will you see new Flight-Line Styling, new and exquisite interiors, but you'll also find the greatest array of big, new features ever seen on motor row! Here is power! New, exclusive Instant Action

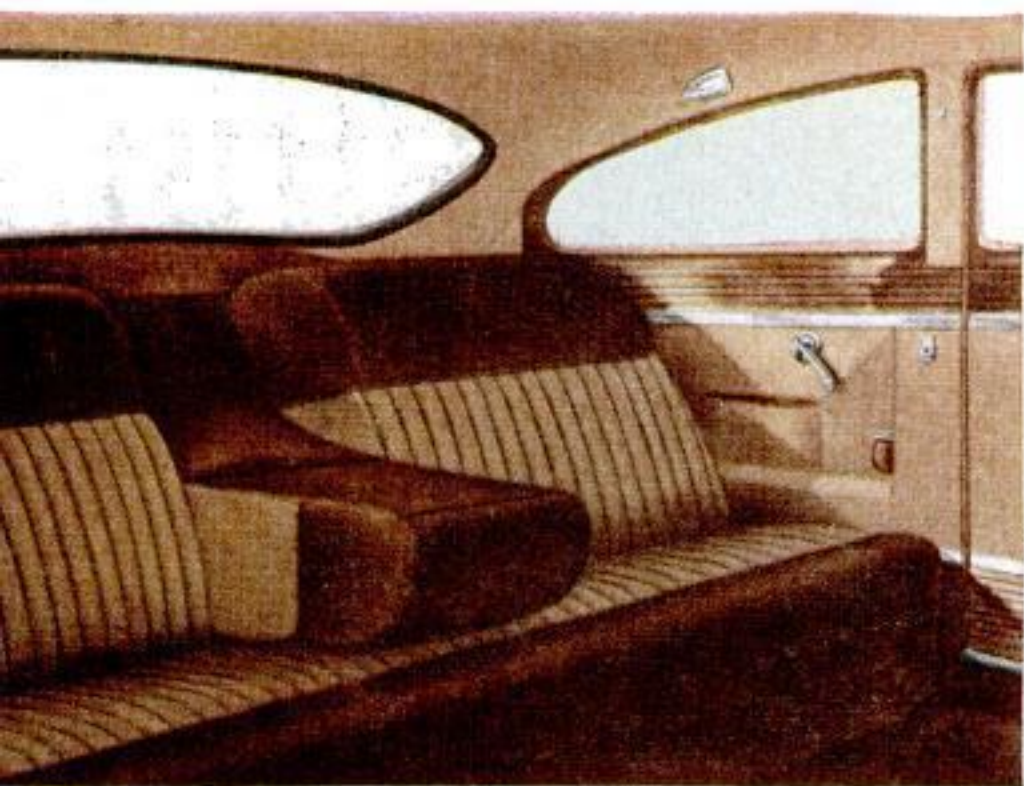
Engines with Super Induction that bring you the quickest, most responsive get-up-and-go you've ever experienced in any car! New, perfected Power Steering†! New, improved Power Brakes†! Power to make driving a Hudson the most exhilarating, the most delightfully relaxed motoring ever known anywhere!

Here is all-new Flight-Line Styling—sleek, sweeping design that enables these thrilling new cars to handle tremendous power safely, cut the wind like a swift-shot arrow. And here is all-new luxury in Salon Lounge Interiors with deep, soft, contour-fashion seats, and rich new Bedford Cord and worsted

### New Salon Lounge Interiors

—color harmonized with sparkling new exterior car colors. Here are magnificent new worsted Bedford Cord fabrics, pleated and tailored to perfection. Hudson for 1954 is the most luxurious thing on wheels, and Hudson's extremely low center of gravity (due to exclusive "step-down" design in all models) gives you a ride in these jewel-like interiors that is smooth, steady, safe beyond anything else in all motoring!

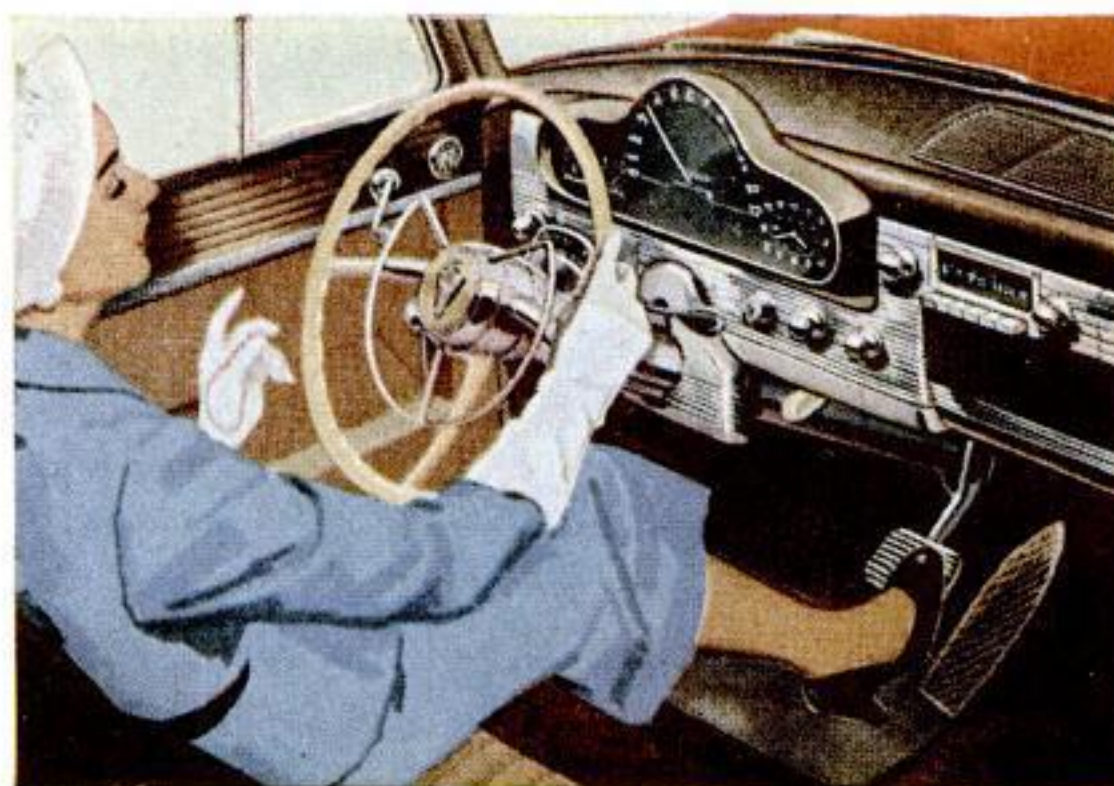




### New Perfected Power Steering New Improved Power Brakes

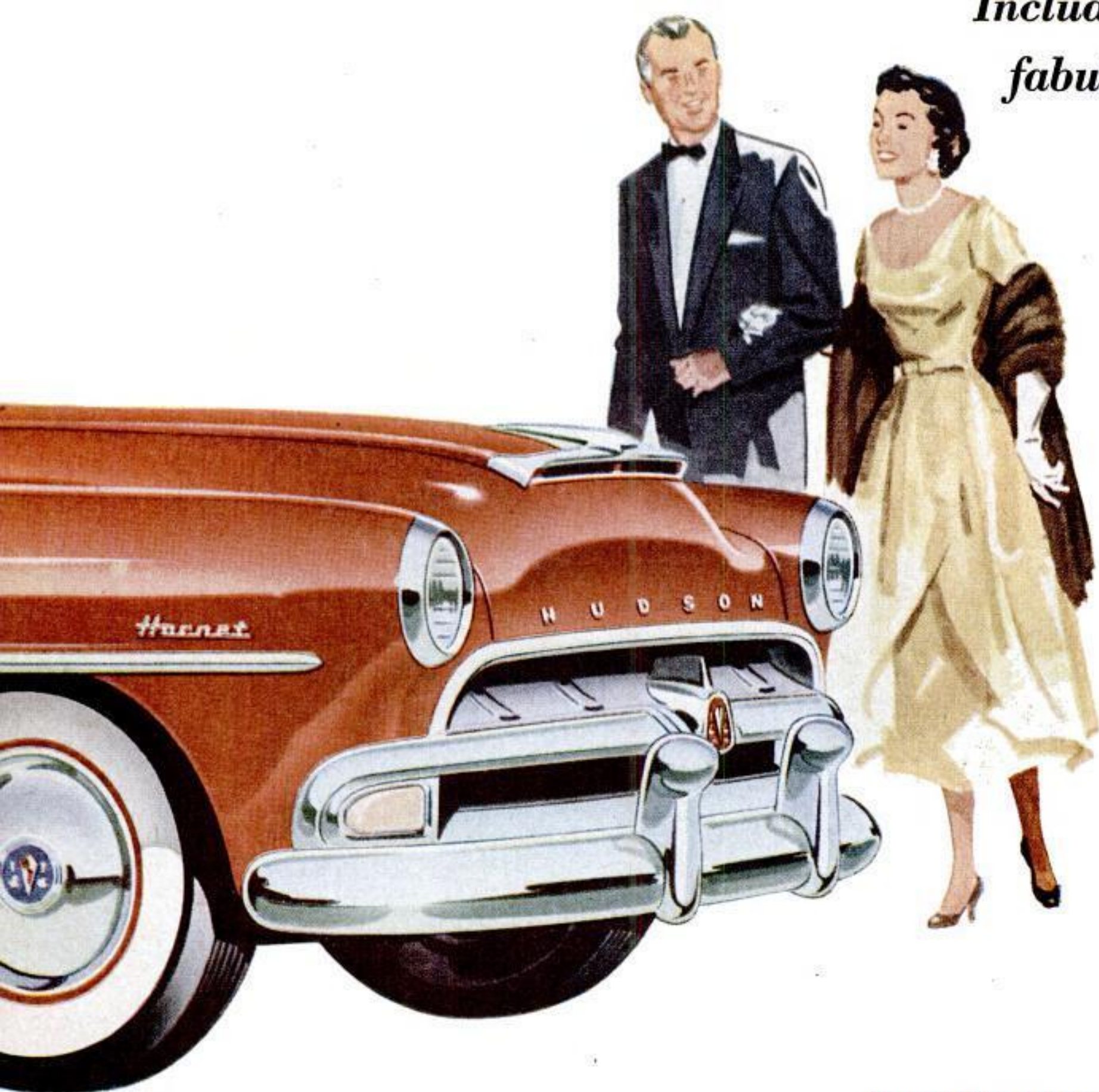
—the most advanced in the industry! Power Steering† combines with Hudson's true center-point mounting to bring you the easiest, most accurate control in any car. Hudson's Improved Power Brakes† operate from a pendulum-type foot pedal, and require no more effort to operate than does the accelerator!

†Optional at extra cost on the Hornet, Super Wasp and Wasp.



# Action Engines with Super Induction in All-New **Hudsons** for '54\*

*Including a magnificent new version of the  
fabulous* **HUDSON HORNET**



New Flight-Line Styling

New Salon Lounge Interiors

New Power, Performance  
and Economy

New Perfected Power Steering†

New Improved Power Brakes†

Exclusive Twin H-Power†

Exclusive "Step-Down" Design

Exclusive Monobilt Body-and-Frame  
Trademark. Patented.

New Dual-Range Hydra-Matic Drive†

†Optional at extra cost on various Hudson models. See your dealer for full information.

\*IN EVERY PRICE FIELD, INCLUDING THE LOWEST PRICE FIELD.

**HUDSON HORNET**  
**HUDSON WASP • HUDSON *Jet***

upholsteries. Instruments, controls and fittings are styled with a jeweler's care and taste. And best of all—your Hudson dealer has these exciting new Hudsons in any price field you choose—including the lowest price field! Better see him very first chance you get!

†Available at extra cost on the Hornet, Super Wasp and Wasp.

Standard trim and other specifications and accessories subject to change without notice.



# THE GIFT INCOMPARABLE

America's Guest Decanter Now Festively Gift-Boxed



*Bottled in Bond - 100 Proof*

## OLD FORESTER

*"There is nothing better in the market"*

© 1953—B. F. DIST. CORP.

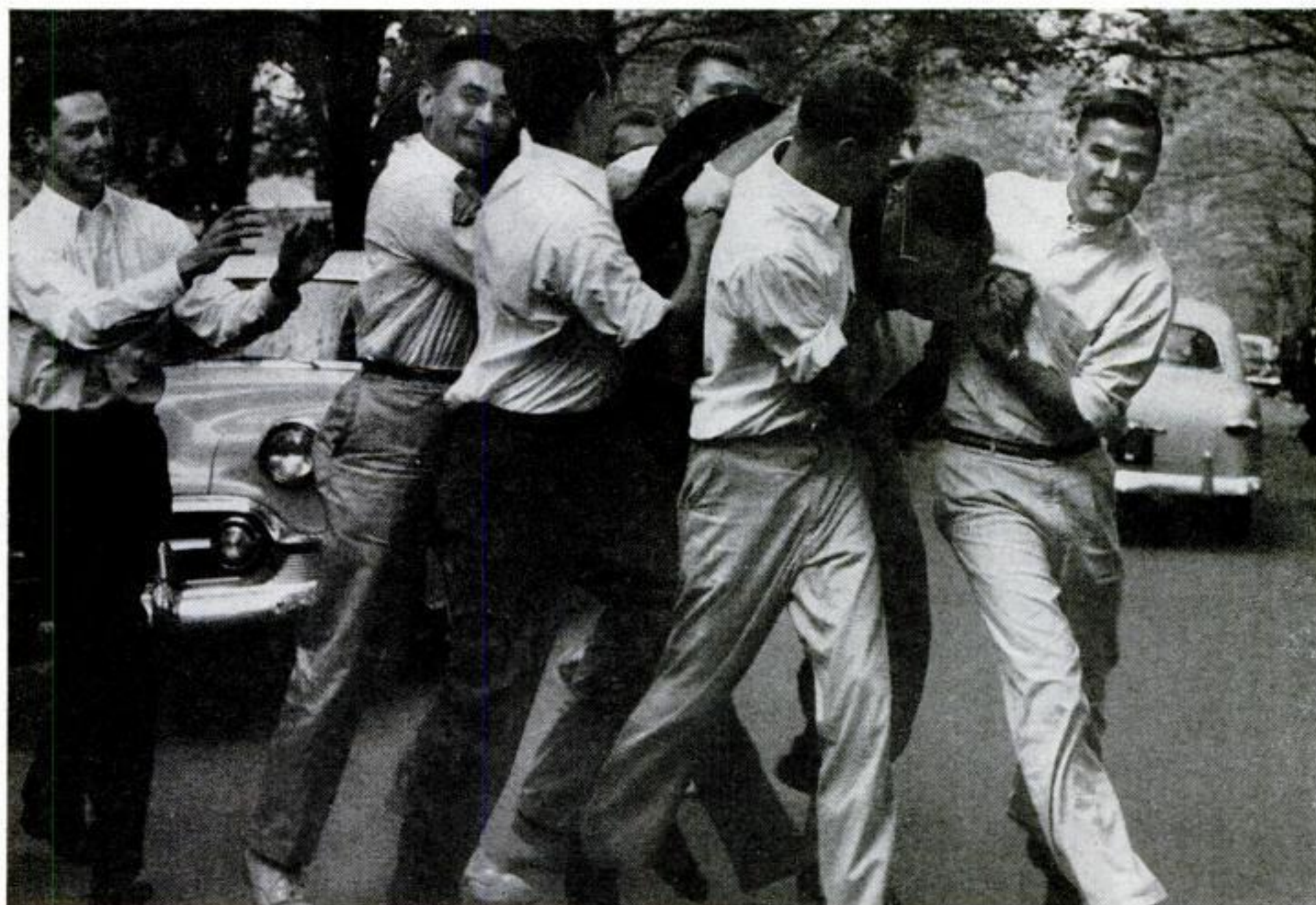
KENTUCKY STRAIGHT BOURBON WHISKY • BROWN-FORMAN DISTILLERS CORPORATION • AT LOUISVILLE IN KENTUCKY



# AGAIN, WAR OVER A CANNON

Rivals besmirch Princeton gun

Although Princeton squeezed out a 9-7 victory over Rutgers on the gridiron, the losers won another battle of almost equal importance to the two colleges. Secretly, early one morning before the game, they applied a painted coat of bright scarlet—Rutgers' color—to a historic cannon on the Princeton campus and thereby made their hosts the target for general ridicule. The embarrassed Princetonians, failing in their effort to force Rutgers men to undo their mischief, grudgingly accepted defeat in the latest of a series of campus outbreaks known as the "Cannon Wars" (p. 150).



**VENGEFUL PRINCETONIANS** set upon Rutgers students after the game. They are members of

the Cannon Club, an upper-class social organization named for Civil War artillery piece on its front lawn.



**FLAMING CANNON** was set afire by Cannon Club members, who covered gun with paint remover then applied match to hasten cleanup job. A student tosses on

more paint remover to keep fire going. Passing members of Princeton band stopped to play *The Cannon Song*, a traditional Princeton football melody.





## You're looking at the most popular bra in America!

It's EXQUISITE FORM STYLE 505—*The miracle bra with double-uplift control*—the secret of its fabulous success. Stitched under the cup . . . reinforced under the cup, for the most beautiful uplift that

stays on the up-and-up. See for yourself how this fabulous bra shapes you to an exquisite figure . . . how it holds you, molds you gently, firmly, comfortably. Ask for style 505 at your favorite store—today!

A, B, C and D cups in fine broadcloth, acetate satin and nylon taffeta.  
Bandeau styles:

**\$150-\$250**

Long line styles: \$2.50 and \$3.00

*Exquisite Form*  
BRASSIERES

**The Bra that's a beauty treatment**

FOR NEAREST STORE WRITE: DEPT. 10L, 159 MADISON AVENUE, NEW YORK 16 • CHICAGO 54 • LOS ANGELES 14 • TORONTO

## Cannon War CONTINUED



**CAPTIVE RUTGERS MAN**, pressed into service by Princeton undergraduates, rubs the cannon with paint remover. But moments later he broke away.



**UNWILLING PROSPECT** for cleaning job, a Rutgers rooter is surrounded by Princeton men. But he was quickly rescued by a Princeton policeman.



**RESIGNED PRINCETONIANS** settle down to the job of cleaning the gun themselves, laboriously scraping off paint after the flames had died out.

CONTINUED ON PAGE 150



# Snapshot in 60 seconds

—EVER THINK WHAT  
IT MEANS?



WHAT A BEAUTY!



HAVE YOU SEEN  
TODAY'S POLAROID PICTURES?

- ✓ They're big, sparkling black and white prints like this.
- ✓ A new plastic finish gives them lasting beauty.
- ✓ Every roll of film is guaranteed.\*

SNAP IT! 60 SECONDS LATER...IT'S YOURS FOR KEEPS!

That's the miracle of the Polaroid Land Camera. You get an incredibly fine snapshot — and get it so easily! No tanks, no liquids, no fuss. You just lift the print, absolutely dry, right out of the camera.



CAN YOU IMAGINE THE FUN

of enjoying that picture with others right on the spot? Admiring it with the little girl in the picture? Showing it to friends?



**PATHFINDER** — f/4.5 lens  
... shutter speeds one  
to 1/400 sec. ... coupled  
rangefinder... aristocrat  
of 60-second cameras.



**MODEL 95** — the thrifty  
family camera anyone  
can use indoors or out,  
rain or shine.



NO WONDERING  
HOW THEY 'CAME OUT'

You see them one by one. No need to take extra shots for fear your first won't be right — or to waste a whole roll to get at one or two pictures.



KEEP 'EM POSTED

— day by day. On trips mail your pictures as you go ... show them to new friends ... jot down names and dates on the back of the pictures before you forget.



YOU'LL HAVE ENLARGEMENTS  
AND COPIES MADE

directly from your prints by Polaroid's special process. They come back so quickly, cost so little! And there are no dusty files of negatives to keep.

# POLAROID<sup>®</sup>

## Land CAMERAS

Polaroid Corporation, Cambridge 39, Mass.

IF YOU HAVEN'T SEEN THE POLAROID CAMERA IN ACTION LATELY — ask your photo dealer for a demonstration. You'll be amazed at the high quality of today's one minute pictures. A demonstration is fun ... and takes only a minute.

*\*If you're ever dissatisfied with the results from any roll, send the pictures to Polaroid and you'll get a new roll free.*



Up to 30 times more disinfectant power than bleaches\*...

# YET AMAZING NEW "LYSOL" NEEDS NO POISON LABEL!

*Use It With Confidence  
For Every Disinfectant Need*

Here is important news for every home-maker in America! New "Lysol" brings you the greatest improvement in its history! Now this famous disinfectant with the same germicidal power as ever *needs no poison label!* This great scientific

achievement makes new "Lysol" handier than ever—more convenient for daily use throughout the home. And, remember, new, improved "Lysol" Brand Disinfectant gives you germicidal action that no bleach or pine-oil product can offer!



## New "Lysol" Has A Lighter, Cleaner Smell!

You'll be pleasantly surprised at the lighter, cleaner odor of the new "Lysol." You'll be pleased, too, that the odor vanishes in a few minutes after cleaning. But don't let that fool you. New "Lysol" Brand Disinfectant kills disease germs just as effectively as ever! So for best disinfectant results put "Lysol" in cleaning water instead of a bleach or a pine-oil product!

## New, Improved "Lysol" Is The Dependable Germicide Of Many Uses!



**Baby's Room.** Scrub with "Lysol" to help keep floor, furniture, playpen and diaper pail "hospital clean."



**Woodwork.** Use "Lysol" to guard against disease germs wherever hands touch—stair-rails and doorknobs.



**Kitchen.** Wash floors, walls, and kitchen equipment with "Lysol." Won't harm paint, linoleum or enamel.



**Removes rings from bathtubs** ... and "Lysol" keeps bowl, seat, wash basin, walls and floor "hygienically clean."

## GENTLE TO HANDS!

New "Lysol" in proper solution, is truly gentle to hands. It will not redden or irritate the skin! So use new, improved "Lysol" Brand Disinfectant whenever you clean without fear of rough, red hands!

## Effective 7 Full Days!

Tested against two leading bleaches, the effect of "Lysol" lasted for 7 full days while the effect of the bleaches lasted less than two hours in tests against a variety of germs including streptococci (involved, for example in scarlet fever and strep throat) and typhoid germs, as well as fungus involved in "Athlete's foot."

## \*THE UNITED STATES TESTING COMPANY CONDUCTED RESEARCH ON NEW "LYSOL"

The United States Testing Company (Test No. 36133, Nov. 27, 1951) proved that new "Lysol" is up to 30 times more effective than five leading bleaches when tested by a recognized method against typhoid germs (*Salmonella typhi*) in the presence of standard organic matter.

KILL DISEASE  
GERMS AS YOU  
CLEAN HOUSE WITH  
NEW IMPROVED

**"Lysol"**  
Brand Disinfectant



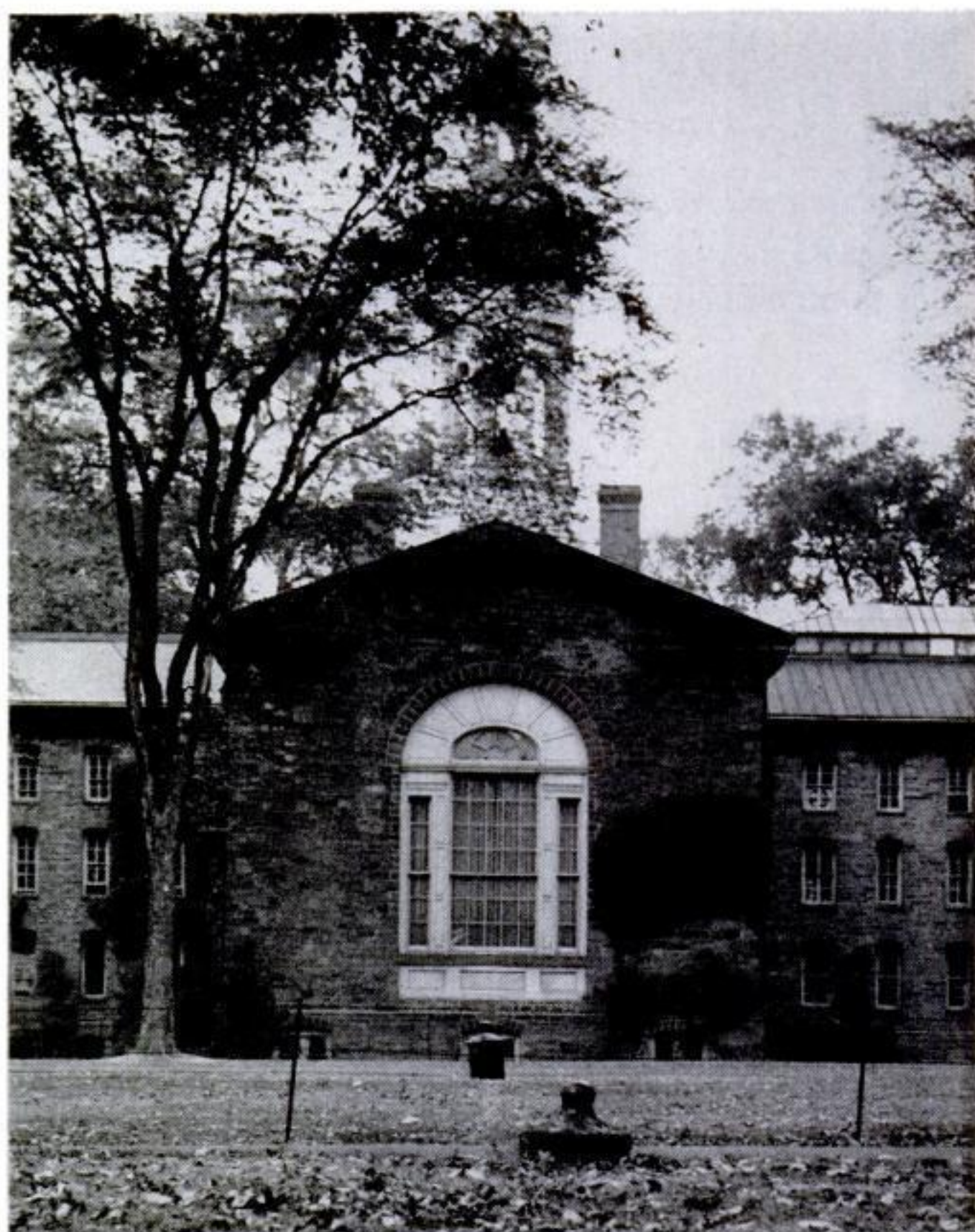
## Cannon War CONTINUED



A CANNON HERO in 1838 was Leonard Jerome whose daughter was mother of Winston Churchill.

# CHURCHILL'S ANCESTOR FOUGHT

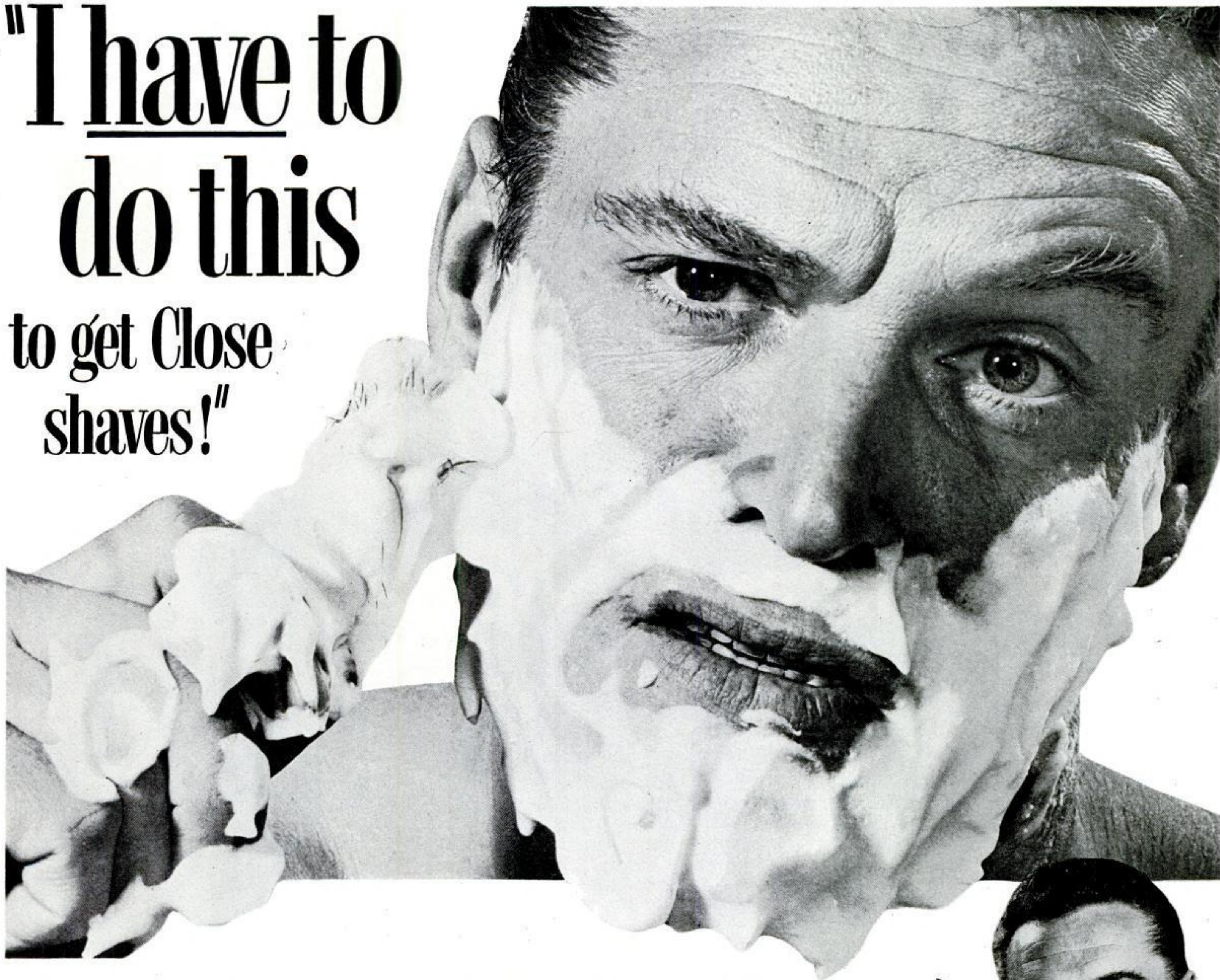
The cannon recently besmirched by Rutgers men was not the only one which has roused Princetonians to action. There have been campus wars over two others, both abandoned in Princeton by George Washington in 1777, and later known to the undergraduates as Big Cannon and Little Cannon. The first, which had been moved by the Army to New Brunswick during the War of 1812, was successfully brought back to the campus in 1838 in a nighttime foray led by Winston Churchill's grandfather (above). When Rutgers students stole Little Cannon in 1875, Princetonians raided the New Brunswick campus. But they failed to find their prize. The cannon was finally returned through diplomatic action: a joint faculty committee ruled that it belonged to Princeton, and Princeton's president praised his students by telling them they had fought "the greatest war since the siege of Troy."



CANNON GREEN behind Nassau Hall on the Princeton campus is planted with muzzle-down Big Cannon. Little Cannon stands in the foreground.



"I have to  
do this  
to get Close  
shaves!"



.....→  
-then he tried the RIGHT electric shaver!



"DON'T think I *like* lathering my face day after day — and running out of blades—and nicking myself once in a while! So why don't I use an electric shaver? I can't believe it can give me close shaves!"

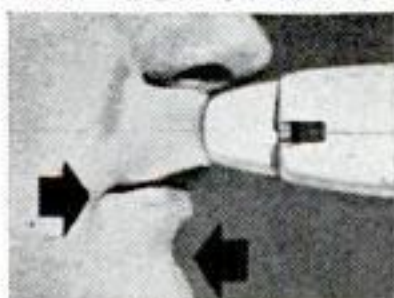
That's what this man thought — till he tried the *right* electric shaver. In fact, today, millions of men know that a close shave's a sure thing if you shave with a Schick "20." For the Schick "20" is the only electric shaver with all 3 of the features you need for close shaves:

**THE RIGHT EDGES**



**Bevelled Comb Edges.** Lift whiskers like a comb, lead them in for a close shave.

**THE RIGHT HEADS**



**Face-Fitted.** Not bulky, but scientifically sized to get in anywhere, get every whisker.

**SELF-SHARPENING**



**Sharpens As You Shave.** Doesn't get dull, assures close shaves always.

**Skeptics Invited!**  
**SCHICK 10-DAY NO-RISK HOME TRIAL**

Don't risk a penny of your money. Ask your dealer — or any Schick Electric Shaver Shop — for a "20" on a 10-Day Home Trial. Decide at home how simple it is to get *close* electric shaves. Then you must be completely happy, or return the shaver to your dealer within those 10 days and get back every cent! It costs you nothing to find out how easy close shaving can be!

**Schick "20"**

—better-built for closer shaves

**MORE MEN USE SCHICK ELECTRIC SHAVERS THAN ANY OTHER MAKE**

On TV every week... "The Jackie Gleason Show" and "This Is Show Business"



In handsome Caddie Case, \$26.50  
New Schick "Colonel," \$19.95

Schick Incorporated, Stamford, Conn.



SPECTATOR  
AT A SACRIFICE

The head of a youth, watching sheep and heifers being led to the sacrifice, is a solitary fragment from frieze.



# Gods, Myths and Mortals

ANCIENT GREECE LIVES ON IN AGELESS MARBLES

PHOTOGRAPHED FOR LIFE BY F. L. KENETT

Much of the glory that was ancient Greece is still clustered atop the Acropolis overlooking the city of Athens. But some of the greatest jewels of Greece, the monumental sculptures of the Parthenon, repose 1,600 miles away in the British Museum in London. They were deposited there almost 150 years ago by Thomas Bruce, the seventh Earl of Elgin, whose removal of the prizes of antiquity constitutes one of the most celebrated rapes of art history (p. 160).

Before Elgin came, the sculptures had for more than 2,000 years glorified the pediments and walls of the temple built to the goddess Athena around 440 B.C. They had been carved by groups of sculptors working under the great master, Phidias. On the pediments over the entrances, the gods and goddesses of Olympus were arrayed in majestic ranks. On a sculptured frieze, which ran 524 feet around the building, a pressing throng of Athenians joined in procession to honor Athena—priests and graceful maidens carrying the goddess's sacred robe, busy marshals directing the cavalcade of horses and chariots, sad-eyed beasts of sacrifice herded by solemn youths. In other reliefs, vigorous warriors engaged in battles long famous in Greek myth and history.

Today 16 figures from the pediments, 15 individual reliefs and 247 feet of the frieze are on display in the British Museum where they are known as the Elgin Marbles. In the photographs which appear on the following seven pages, the subtly modeled sculptures reveal what Plutarch—who saw them when they were already five centuries old—was moved to describe as "their beauty untouched by time; as if they had perpetual breath of life and an unaging soul mingled in their composition."

## A HEIFER FOR THE ALTAR

In the procession two men lead a heifer to the temple where it will be sacrificed to Athena. This scene inspired Keats to write in *Ode on a Grecian Urn*: "To what green altar, O mysterious priest, Lead'st thou that heifer lowing at the skies?"











#### A PRANCING CAVALCADE

A spirited, high-stepping parade of horses and riders joins the procession as it continues its course along the frieze. On this partially damaged slab, which is about three feet high, the rhythmical pattern of legs accents the pace and movement of the cavalcade but the cool, dispassionate faces of the riders seem detached from the tumult. Originally the horses wore bridles and reins of bronze but now only the rivetholes at the mouths and ears, where the harnesses were once attached, remain visible.













#### A YOUNG HORSEMAN

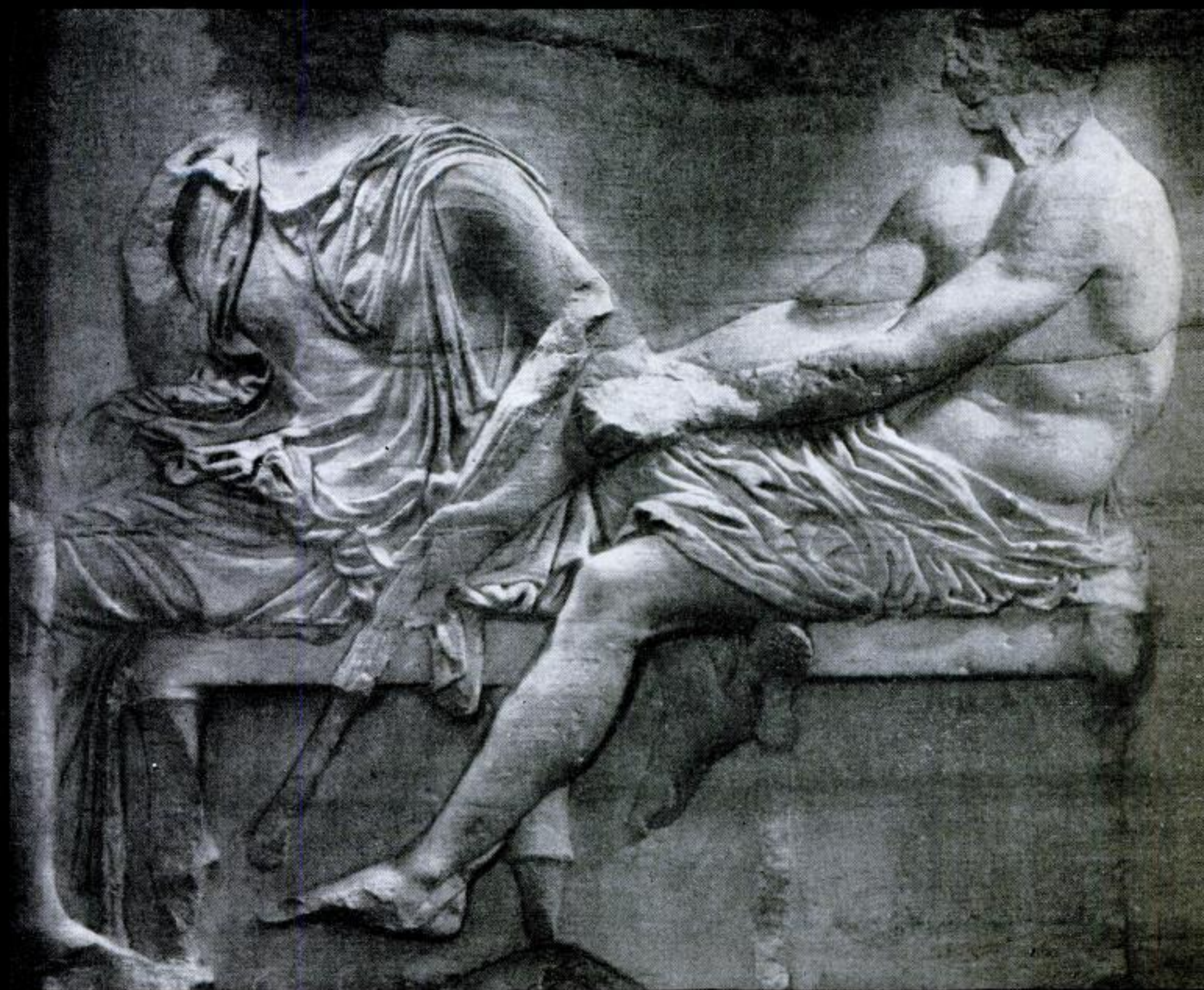
Holding the reins of his horse, whose arched neck is visible at the left, a young Athenian pauses to adjust a wreath on his head before taking part in the equestrian procession. The wreath, which is no longer in existence, was probably made of bronze like the harnesses and was generally a symbol of honor conferred upon victors of athletic contests.

#### PARADE LEADER

A marshal of the parade lifts his arm to direct an assemblage of chariots. In ancient times the background of the frieze was painted a dark red, throwing the relief into bold silhouette. Today, at close range, the relief reveals an exquisite sensitivity of modeling in which the contours of muscles and ribs are echoed in curving folds of the robe.

#### GODS OF OLYMPUS

On the east frieze of the Parthenon, in attendance at the rites honoring Athena, sit the 12 gods of Olympus. Two of them, Ares and Demeter, appear in the slab at right. The goddess of the earth, Demeter (*left*), holds a torch to light her way in her long journeys through the dark underworld. Ares, god of war, rests his heel against the shaft of his spear.





### SEATED GODDESS

On the east pediment three massive goddesses sat as witnesses to the birth of Athena, who sprang full grown from the head of Zeus. One of the deities (*right*) is believed to represent Hestia, goddess of the hearth. Like many of the marbles, this headless five-foot sculpture suffered severe mutilations over the centuries. All the sculptures were carved from marble quarried on Mount Pentelikon, which is 10 miles from Acropolis.



### RESTING GODDESSES

The two other goddesses on the east pediment were carved in attitudes to correspond to the wedgelike shape of the tapering corner of the pediment. Of uncertain identity, they may represent Thalassa, the sea, reclining against the earth goddess.

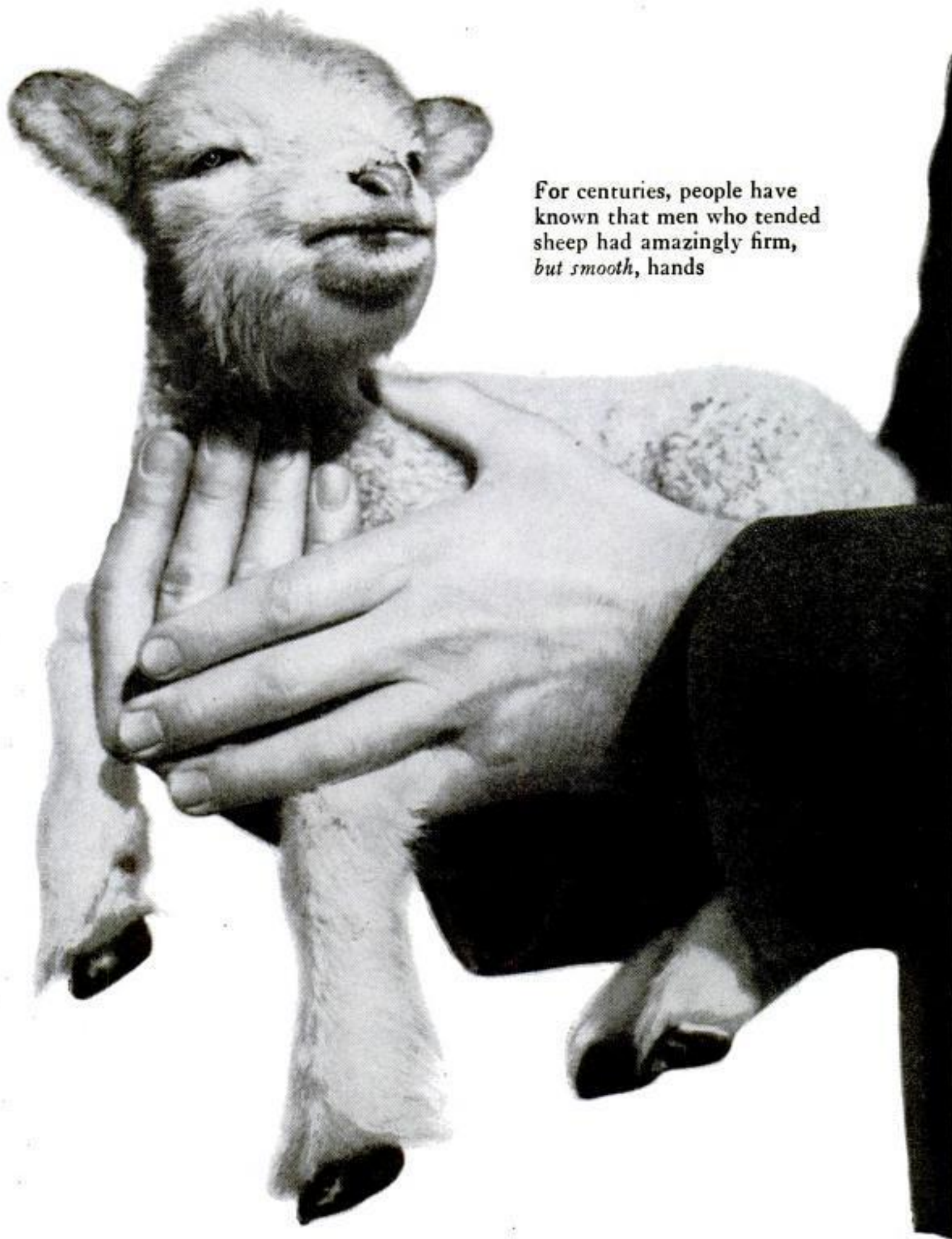
### A CENTAUR KIDNAPS A MAIDEN

The battle between the Lapiths of Thessaly and the hoofed and hairy centaurs of Greek myth enlivens the reliefs from an outer wall of the temple. Here a rapacious centaur snatches a maiden whose struggle stirs her garments in stony agitation.









For centuries, people have known that men who tended sheep had amazingly firm, but smooth, hands

## FOUND— the clue to Gentler Shaves

It is now known that it is the lanolin in the sheep's wool which gives shepherds their wonderfully smooth hands. Lanolin *does* soften the skin . . . but it also is the substance that tends to *waterproof* the wool.

In shaving, you want the softening—but *not* the waterproofing effect.

### A New Discovery!

Now, a great advance developed from lanolin, softens both skin and beard—and lubricates your face as you shave.

This wonderful new substance is called Lanotate<sup>25</sup>. It gives you twenty-five times the beneficial properties of an equal amount of ordinary lanolin.

### Exclusive in Williams

New Lanotate<sup>25</sup> is found only in Williams Shaving Creams, whichever type you prefer—New Instant Lather . . . Williams Regular Lather . . . or Williams Brushless Shave, Glider.

So, for the very best of shaves—get Williams!

### Williams Instant Lather!

Billows of rich lather—instantly. With Lanotate<sup>25</sup> it softens beards on contact!



### Williams Lather

Yields heavy, wet lather with Lanotate<sup>25</sup> to soften beard and lubricate face



### Williams Brushless—Glider

"Nobrush" shave plus Lanotate<sup>25</sup> makes whiskers easy to cut, helps protect skin



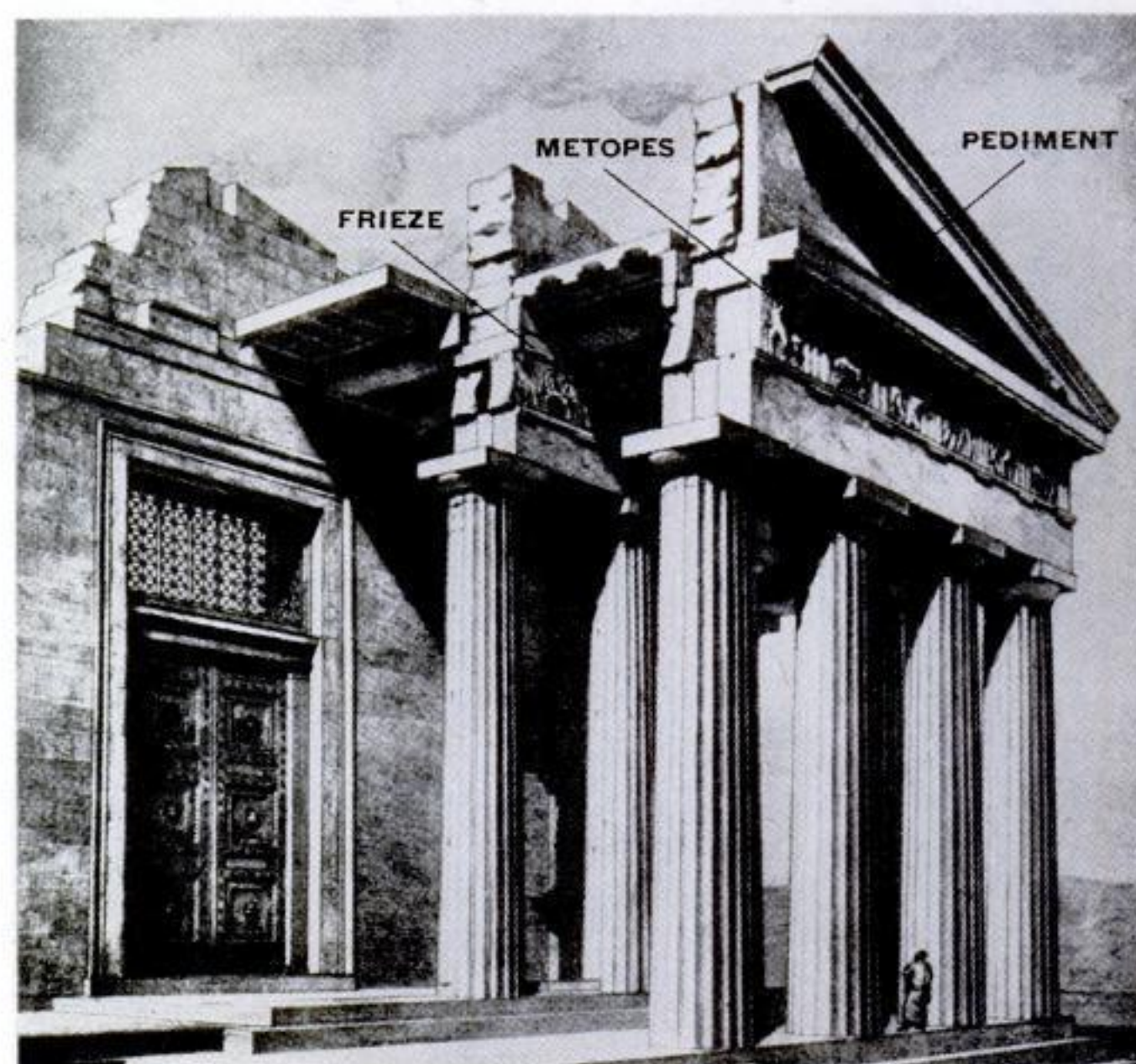
## Elgin Marbles CONTINUED



ELEGANT EARL OF ELGIN, 33 when he was sent to Turkey, had served in three European embassies.

## MIGRATION OF MARBLES

In 1800, soon after the culture-loving Lord Elgin was appointed British envoy extraordinary to Turkey, he made an expedition to Athens which, like all Greece, was under Turkish rule. There he was scandalized to find the Parthenon in terrible condition. The Turks had once used the temple as an ammunition depot and an enemy cannon ball had blown out some of the walls. Sculptures were lying about, being ground up as mortar for pavements or hacked into souvenirs for tourists. Elgin wangled permission from the Turks to "take away any pieces of stone with old inscriptions or figures thereon." With this carte blanche permit, the earl crated and shipped home almost every movable sculpture from the Parthenon. When a boatload sank in the Mediterranean, he hired a crew of divers to salvage the sculpture. This mass migration of marbles cost him £74,000 but by 1812 the operation was finished and the glories of Greece were safely lodged in London.



PARTHENON, shown in a cutaway view, had statues of gods on pediment, reliefs of mythical battles on the metopes and a sculptured frieze on inner wall.

CONTINUED ON PAGE 162



# Revolutionary new starch discovery works perfectly in cold water!

- NIAGARA eliminates boiling, cooking, straining!
- Dissolves instantly, stays dissolved in COLD water!
- Has the mixing ease (without the expense) of bottled starch!

*Not This...*



**NO MORE "STOVE WORK"!** Now, never again will you have to interrupt wash day just to cook up a pan of hot starch! Niagara puts an end to cooking, to waiting for starch to cool, to pots that boil over, to messy cleaning up after!

*Now This!*



**DISSOLVES INSTANTLY!** Niagara is not like any other starch... it's a brand new type of starch. Just add Niagara to cold water and swish... it's ready! And, Niagara *stays* dissolved, won't settle to the bottom of your starch pan.



**FASTER IRONING!** Yes, with Niagara there are no hard lumps to stick to the iron! Your iron stays clean... glides smoothly, easily over fabrics. Even dark colors stay clear—no white streaks or spotting ever, with this modern instant starch.



**NEAT, CRISP LOOK!** Niagara-starched fabrics look just right—not too stiff—not too limp. Look your very best in perky, starchable cottons. With Niagara starch, dresses and blouses look as nice as the day you bought them. They stay crisp, neat, lovely.



**ONLY A PENNY A QUART** for instant starch. One package of Niagara makes 20 quarts of medium starch solution. Niagara actually goes 4 to 5 times farther than costly bottled starch! Get Niagara... the economical instant starch.





FAMOUS LEE OVERALLS ARE MADE FOR COMFORTABLE ACTION IN ALL POSITIONS

## Clothing that makes work easier

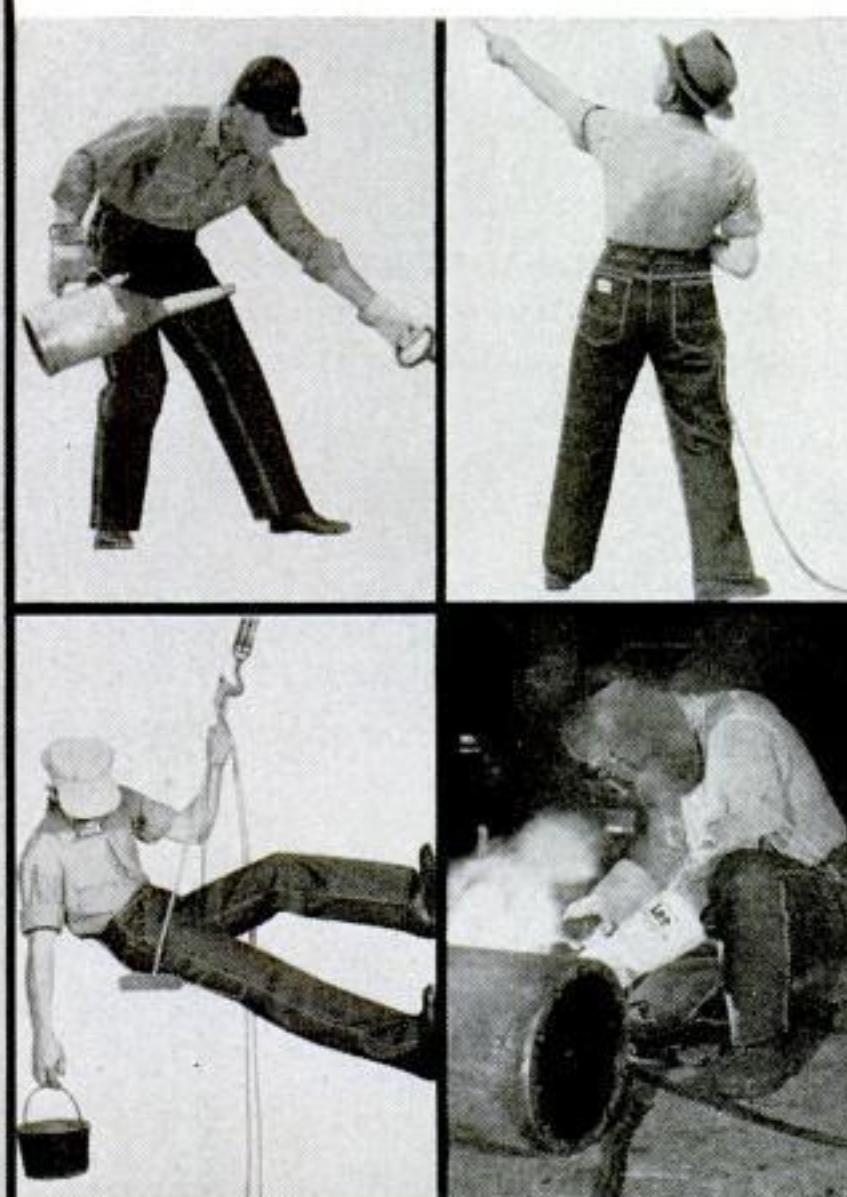
Made by Lee ... preferred by men in all jobs!

They're made to fit you and the work you do—that's why men in all jobs look for the Lee label in work clothes. Lee Overalls, for example, are not only made from the "wearin'est" overall fabric there is—Lee Jelt

Denim—they're cut to give you greater freedom of action, no binding. The same is true of all Lee clothes—skillful tailoring makes them look better *and* feel better on you. Always ask for Lee!



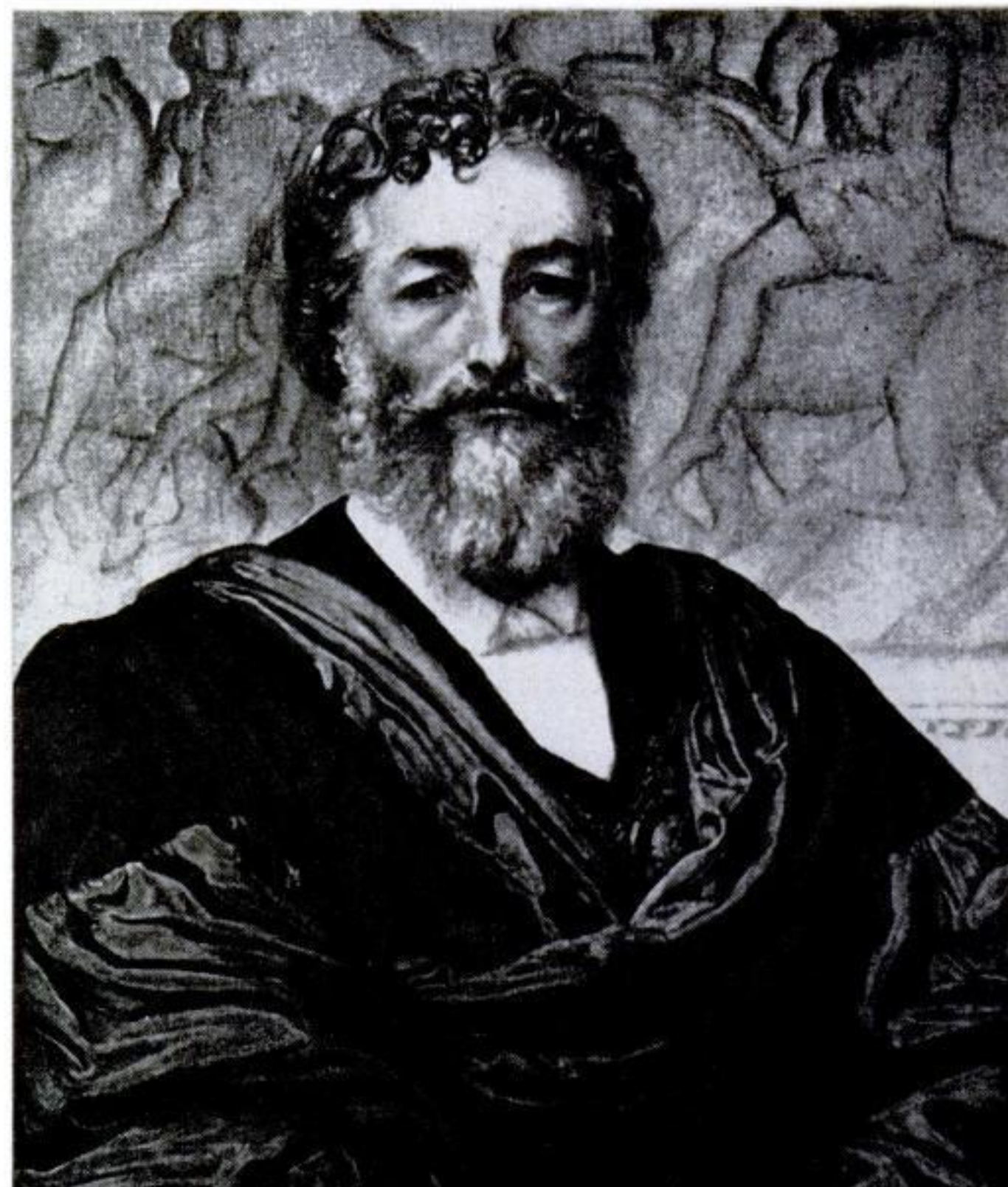
LEE DUNGAREES LOOK NEAT...HAVE ROOM WHERE YOU NEED IT...STAND UP UNDER TOUGHEST WEAR



THE H. D. LEE COMPANY  
Kansas City, Mo.  
Ten factories  
coast to coast  
COPYRIGHT 1953



## Elgin Marbles CONTINUED



INFLUENCE OF MARBLES is seen in portrait by Leighton who in 1881 painted himself wearing classic beard and curls against Parthenon frieze.

## A COUNTRY IS 'ELGINIZED'

From the moment they were installed in Elgin's London house, the marbles began to cast their influence on almost every aspect of British cultural life. The first to fall under their spell were artists who flocked to the earl's home to sketch and make casts of the sculptures. When Elgin proposed that the government buy the marbles, painters like Sir Thomas Lawrence vociferously supported the plan. But there were also critics, the loudest among them being the poet Byron, who accused Elgin of "pilfering" Greece's rightful belongings and wrote a poem ridiculing "the brawny brutes [who] in stupid wonder stare/And marvel at his Lordship's 'stone shop' there." In 1816 the marbles were purchased for the nation and through the rest of the century they held sway over the art of Britain. Leading painters like Lord Frederic Leighton (*above*) lifted images freely from the sculptures, while others (*below*) translated them into more decorous, romantic Victorian molds. It was not only art that echoed Elgin's marbles. Greek volute headdresses and togalike dresses were the height of fashion, and a riding master took his students to view the Parthenon horsemen so they would learn "to seat themselves better."



IMITATION GODDESSES by A. Moore were modeled after Parthenon deities (p. 158). But classical majesty was replaced by Victorian languor.



# When you know your beer

## ...IT'S BOUND TO BE **BUD**



There's something about the taste of Budweiser that always earns a big, broad smile of welcome. That *something* is the result of the exclusive Budweiser process... the costliest brewing and ageing process on earth. And the best proof of its taste appeal is the *fact* that more people have enjoyed more Budweiser *than any other beer*.

Serve  
**Budweiser**<sup>®</sup>  
Today

ANHEUSER-BUSCH, INC.  
ST. LOUIS, MO. NEWARK, N. J.



When you know your beer...  
it's bound to be **BUD**.





# You Know They're



● **Cream of Tomato Soup** as only Heinz makes it . . . with real home care . . . plenty of cream and plump, sun-ripened "Aristocrat" tomatoes. Serve Heinz Cream of Tomato Soup often, and remember . . . it's also perfect as a timesaving "pour-on" sauce for meat and fish, ideal as a thrifty casserole base.

● **Cream of Mushroom Soup** is a rare delight when made the Heinz way . . . tender pieces of select mushrooms cooked to a tempting, golden brown, then blended with rich country cream. You'll find it makes a wonderful cream sauce, too . . . for meat loaf, noodles, eggs a la king, croquettes and vegetables.





# Good Because They're Heinz

## And Now You've An Extra Reason For Discovering Heinz Quality Costs Nothing Extra

THE BRIGHT NEW "recipe" labels\* on Heinz Condensed Soups offer a very special *extra* reason for trying them now! And when you *do*, you'll also discover that their old-fashioned, kettle-simmered goodness costs *not a bit more than you've been paying for ordinary soups*.

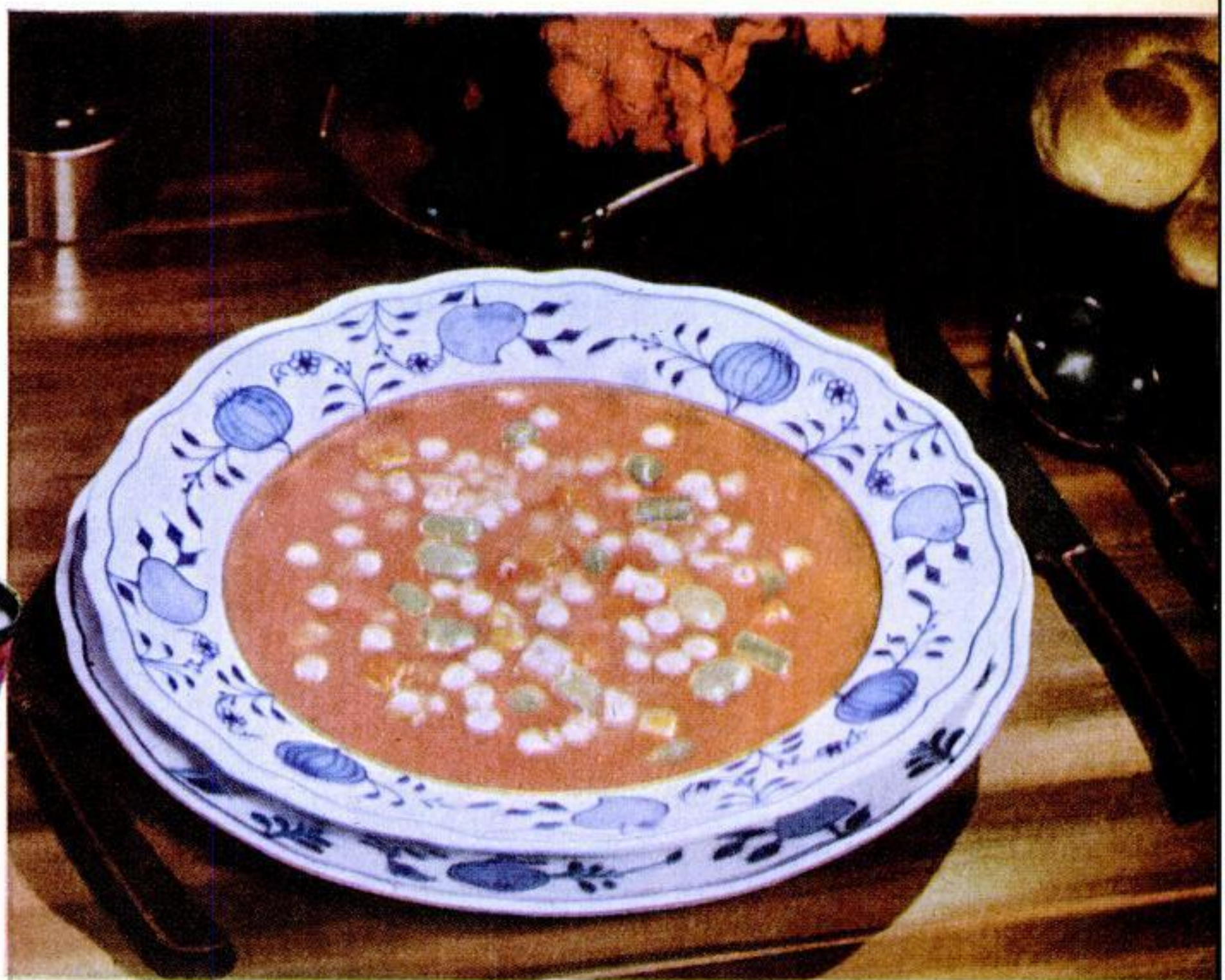
**This may surprise you.** For, though most people *accept* Heinz quality as tops—not nearly so many *realize* that today these delicious soups sell at *popular prices*. And their quality was never higher; they still are made with real home care, from the same kind of home recipes that made them world famous.

**Your grocer** features Heinz Soups in his soup department. So look for this new label—step up to *Heinz* quality without paying a premium price. Stock up at today's low prices!

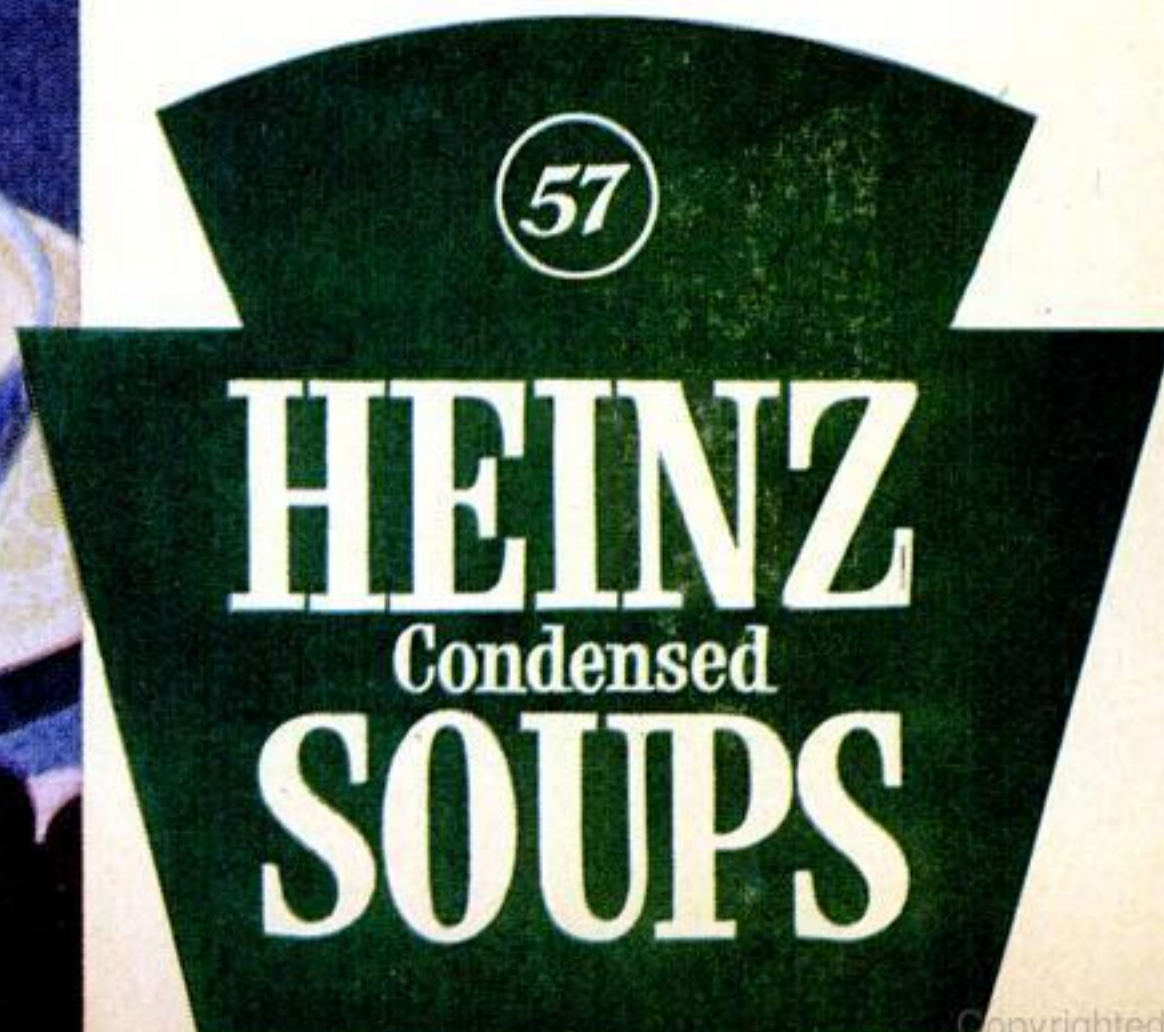
### \*Exciting New Recipes On The Backs Of The New Heinz Soup Labels!

● **Start a "cook's tour"** with these new and different recipes . . . quick sauces, thrifty casseroles and many other delicious dishes that will open up a whole new adventure in soup cookery for you. Try 'em soon!

● **Chicken Soup** comes in three Heinz styles. Three blendings of golden chicken broth and diced chicken with home-style egg noodles (Chicken Noodle) . . . with rich cream (Cream of Chicken) . . . with fluffy rice (Chicken with Rice).



● **Vegetable Soups** are favorites with everyone . . . especially when they're Heinz! Heinz makes their Vegetable Soup with Beef stock from an old, treasured recipe . . . uses over a dozen dewy-fresh vegetables . . . and cooks them in rich beef broth. Heinz Vegetarian Vegetable is the same delicious soup without any meat stock.





# This is the quicker Wesson way to start party treats...



For **FLUFFY POPCORN**, start with the shortening that *pours*—modern, work-saving Wesson Oil. Just heat 3 tablespoons light, sparkling Wesson Oil in heavy skillet. (Why dig out solid shortening, when you can *pour* Wesson? You measure it *easily, accurately, and without waste.*) Add  $\frac{1}{2}$  cup popcorn. Cover and shake. When popping starts, reduce heat; shake until done. Salt to taste. Pure, sparkling Wesson Oil coats each kernel lightly, distributes the heat *evenly*, so *every kernel* pops fluffy, crisp, delicious.

For glamorous **CHIFFON CAKE**, you cannot use a solid shortening. It takes *light* Wesson Oil to get that extra-light chiffon texture. It takes delicate Wesson Oil to make sure of that tempting, *delicate* chiffon flavor. In all the world, there's no oil lighter or more delicate than Wesson! Even beginners make Chiffon Cakes that are high, light, moist—and that stay *fresh*.

## ROYAL ROSE CHIFFON CAKE

Recipe from the Betty Crocker Staff of General Mills

Heat oven to 325° F. (slow moderate) for 10-inch tube pan, 4-inches deep.

Sift together into bowl:

- 2¼ cups sifted Softasilk Cake Flour
- 1½ cups sugar
- 3 teasp. baking powder
- 1 teasp. salt

Make a well and add in order:

- ½ cup Wesson Oil
- 5 unbeaten egg yolks
- ¾ cup cold water
- 2 teasp. vanilla
- 2 teasp. grated lemon rind

Beat with spoon until smooth or with electric mixer on medium speed 1 minute.

Next, measure into large bowl:

- 1 cup egg whites (7 or 8)
- ½ teasp. cream of tartar

Beat by hand until whites form *very stiff* peaks or 3 to 5 minutes with electric mixer on high speed. **DO NOT UNDERBEAT.** Whites are stiff enough when dry rubber scraper drawn through leaves a clean path. Pour Wesson Oil batter gradually over beaten egg whites—gently folding with rubber scraper just until blended. **DO NOT STIR.** Pour into ungreased pan. Bake at 325° F. for 55 min. then at 350° F. for 10 to 15 min. — or until top springs back when lightly touched. Turn pan upside down, placing tube part over neck of funnel or bottle. Let hang, free of table, until cold. Loosen from pan with spatula, then frost. 16 to 20 servings.

**ROSE ICING:** Mix well in saucepan  $\frac{1}{2}$  cup sugar, 2 tablesp. water,  $\frac{1}{4}$  cup light corn syrup. Boil rapidly without stirring until syrup spins a 6- to 8-inch thread (242° F.). Meanwhile, beat  $\frac{1}{4}$  cup egg whites (2 small) until stiff enough to hold peaks. Pour hot syrup slowly in thin stream into beaten whites, beating constantly until mixture stands in *very stiff* peaks. Add 1 teasp. vanilla, red food coloring to tint pale pink. Frost cake; decorate sides with silver dragees. Place red rose in center.



America's Favorite

for Salads, Frying, Stir-N-Roll Pie Crust and Biscuits



# Wesson Oil





TAPE MEASURES are printed on dress (Youngland, \$4) worn by Carol Bancker, 4, whose modeling day is shown on p. 168.

## Little Winners

### SMALL GIRLS' STYLES TAKE A BIG-TIME FASHION PRIZE

The high-fashion model above wears one of the dresses which won their designer the first high-fashion award ever presented for little girls' clothes. At the Fashion Critics' ceremony in New York, Helen Lee was given a special prize for her size 1-to-12 designs. Miss Lee, who turns out 1,200 styles a year *vs.* some 300 for a

women's designer, uses sophisticated colors and prints and such adult ideas as scooped necks and full skirts which are highly acceptable for children. In her new dresses, sold under the label of Youngland, she has shortened skirts three-quarters inch—as radical a change for her public as three or four inches for Dior's.

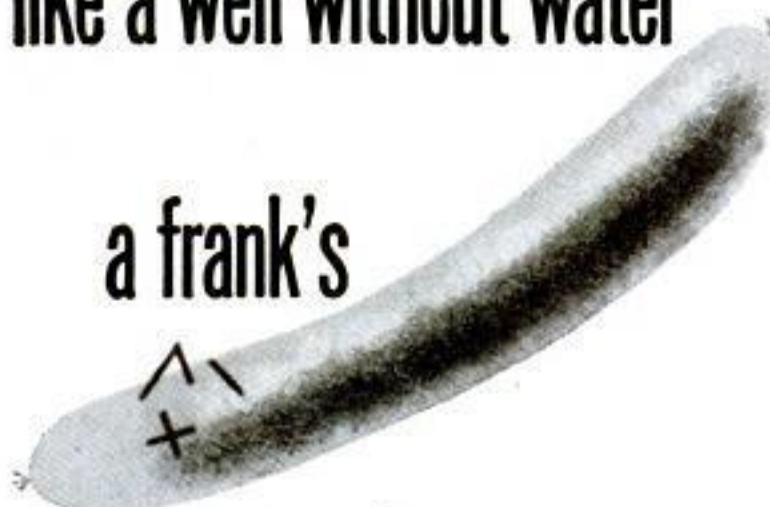




like a witch without a broom



like a well without water



a frank's

not a frank  
without...

**Sugar 'n' Spice  
Hot dawg relish**



Boiled, Grilled or Roasted Franks... bound to be the food favorite at your next party. And you can make every frank tastier by serving it with Sugar 'n' Spice Hot Dawg Relish... a mustard base relish blended with 23 zesty spices to make frankfurter eating more enjoyable.

Party Treats are extra nice with Hot Dawg Relish by SUGAR 'n' SPICE. Buy a jar today.

For FREE recipe booklet write Delta Packing Company, Inc., New York 56, N. Y.

## LITTLE WINNERS CONTINUED



**PATIENT MODEL** is Carol Bancker, clutching stuffed animal in dressing room, eyed by early bird who had already donned her crinolines for show.



**STUBBED TOE** was acquired in unaccustomed sandals, gets healing kiss from her mother. Models wore only petticoats and shoes until time to appear.



**IN FASHION'S SPOTLIGHT**, Carol (right) marches with a model wearing playsuit version of dress. Bloomers were stuffed with tissue paper for show.

## LONGINES-WITTNAUER RADIO PROGRAMS

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Smart copy cats

follow the fashion in travel funds

### NCB TRAVELERS CHECKS

A most important part of your travel wardrobe is a wallet of National City Bank Travelers Checks. They'll buy anything you need on your journey, anywhere. Safer than cash, because if they are lost or stolen their value is promptly refunded. Cost 75c per \$100. In denominations of \$10, \$20, \$50, \$100. Good until used. Buy them at your Bank.

The best thing you know  
wherever you go

### NATIONAL CITY BANK TRAVELERS CHECKS

Backed by The National City Bank of New York  
Member Federal Deposit Insurance Corporation

CONTINUED ON PAGE 170



## LIFE goes to a house party

In the summer of 1936, Quentin Reynolds and I shared a house in Connecticut. One Friday evening, returning from the city, I was blandly informed by Mr. Reynolds that we were entertaining seventeen house guests and three photographers over the weekend. Pressed for the reason for this outburst of hospitality, he explained that TIME, Inc. was launching a new weekly picture magazine, and was putting together a sample issue.

One of the ideas that had been discussed was a candid camera layout of a weekend house party, and my co-householder had with no hesitation volunteered to provide not only the house but also the party, which we did.

In due time the sample copy arrived. It had as yet no name, the cover announcing, simply, "This is a dummy." Inside were the features—letters to the editor (one of them in Latin), sports, old-time photographs, free displays for hoped-for advertisers, the movie of the week, pages in color, and, among other things, our house party—four pages of it.

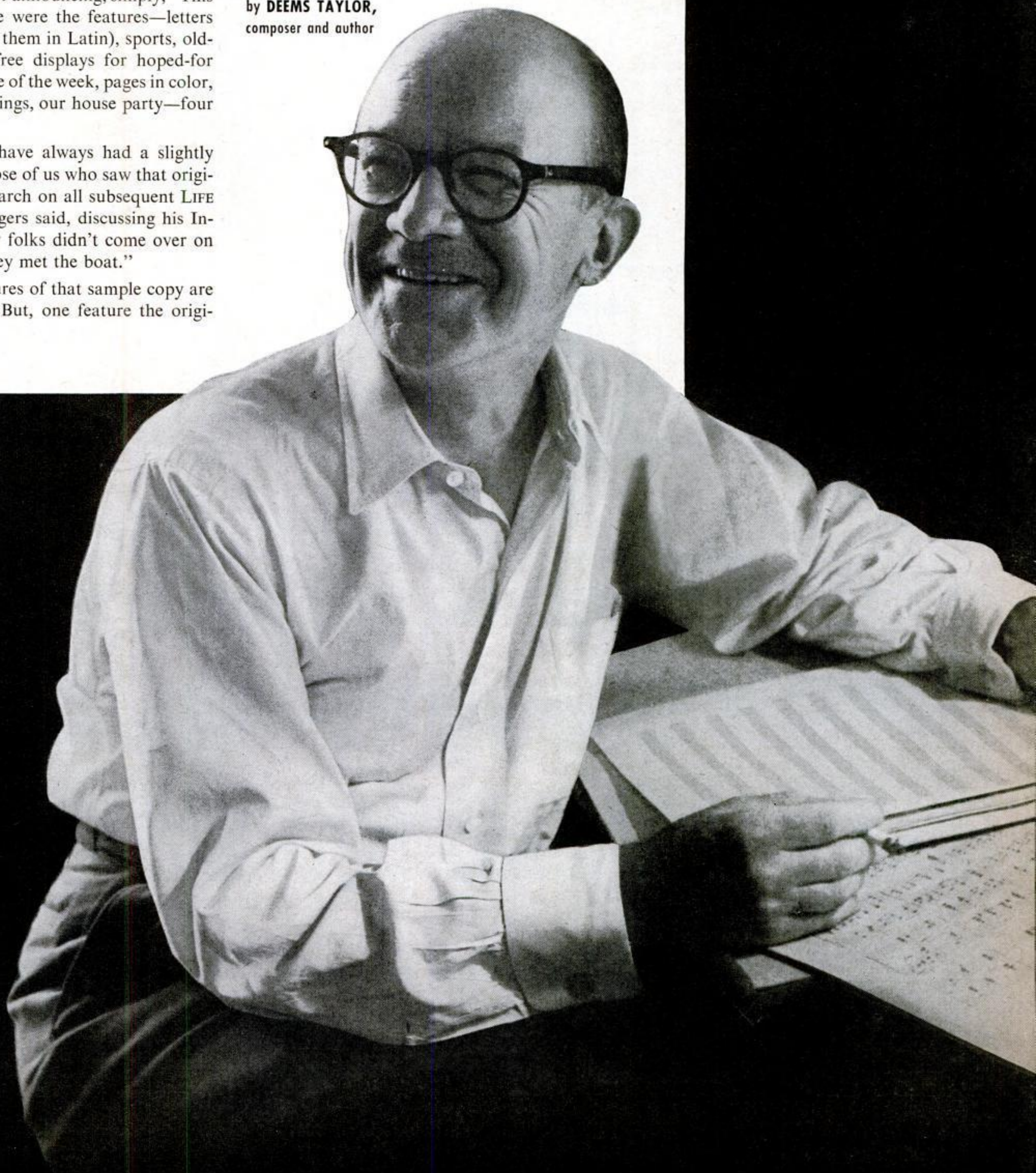
Looking back, I have always had a slightly smug feeling that those of us who saw that original dummy stole a march on all subsequent LIFE readers. As Will Rogers said, discussing his Indian ancestors: "My folks didn't come over on the 'Mayflower'—they met the boat."

The essential features of that sample copy are those of LIFE today. But, one feature the origi-

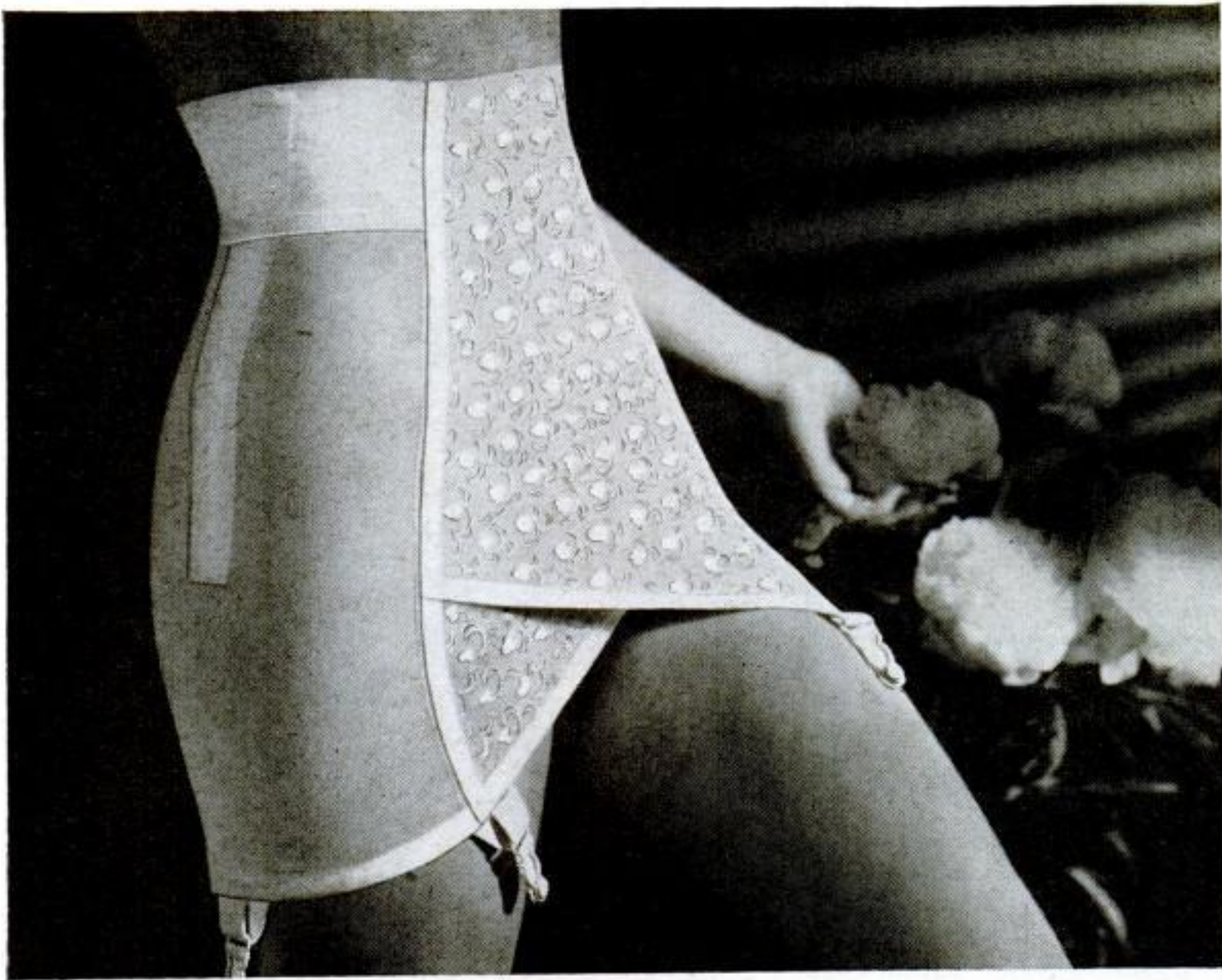
nal dummy did not—could not—possess. Any current issue of LIFE is likely to contain at least one item that is unforgettable—a picture, a layout, a group of color pages, a series of articles—something you want to keep: "The World We Live In," the Mount Everest pictures, the death masks of the immortals, German boys stoning a Soviet tank, Sean O'Faolain's enchanting "Love Among the Irish"; things like that.

As a rule, I don't like to have the house cluttered up with old magazines. After a decent interval I get rid of them. But I can't throw away my copies of LIFE. I don't dare. They are too valuable; many of them too important. For a copy of LIFE today is a pictorial chapter in world history.

by **DEEMS TAYLOR**,  
composer and author







**STOOP, BEND OR SIT—NEVER BINDS A BIT**

Famous Sarong criss-cross front gives complete freedom, flattens stomach. Lightweight, boneless, with long-cut back for thigh control. Styles for all figure types, sizes 24 to 40. **7.95 to 15.00**  
Sarong Jr. small, medium, large, 5.95

**the girdle that walks  
and won't ride up!**

*Sarong*  
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GIRDLE PATENT NO. 2445322  
TRADEMARK REGISTRATION WORD SARONG NO. 553826

I. NEWMAN & SONS, INC. 200 Madison Ave., N.Y. 16 • In Canada, Sarong Girdles by Dominion Corset Co., Ltd.



**STRIPED SMOCK** with push-up sleeves and pockets for crayons is worn over sleeveless dress with scooped neck, full skirt (Youngland, about \$8).

**Why DENTISTS  
prefer STANBACK**

1. When given prior to dental work STANBACK tends to ease patients' nervousness and "chair-fear."
2. Dissolves quickly . . . goes to work at once, proving beneficial for discomforts following dental work.
3. Contains several fast-acting, medically-proven ingredients, scientifically-blended into easy-to-take Tablets and Powders.
4. Thousands of dentists are finding it the answer to their need when an analgesic is indicated.



TEST STANBACK  
AGAINST ANY  
PREPARATION  
YOU'VE EVER USED!



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**Snap Back with  
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**WHEN YOU BUY  
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*Look for this  
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All Nachman Spring Products  
are Tested, Inspected and  
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9 Rockefeller Plaza, N. Y. 20



Adds Zest to  
Tomato Juice!

**A-1  
SAUCE**

Ask for A-1. when  
dining out, too!



**DALMATIAN PRINT** in black and white broadcloth is used in party dress which has short, fitted sleeves and a black velvet sash (Youngland, \$7.95).



# That fourth meal can be so easy



If your family is anything like mine, "three meals a day" really means *four*, most days. Maybe it's company, or hungry youngsters, or just a snack for TV or bedtime. And you'd so like to have something attractive and good.

These fourth meals are favorites at my house. They have healthful food values. And they're easy and quick. Particularly if you use the modern time-savers. Like all-ready mixes. Prepared foods and spreads. Then, with a little planning, and the help of your refrigerator, you can always have something special on hand.



**Everybody's Favorite.** A cake is always good with coffee or milk. And easy—this one's from Betty Crocker Chocolate Devils Food Mix. Cut into squares and serve with a scoop of vanilla ice cream out of your freezer, sprinkle with chopped nuts.



**Let Them Make Their Own.** Sandwich makings that look like a party. Keep favorite spreads in the refrigerator—ground ham and relish, chopped egg with minced onion and pepper, tuna fish with chopped celery and mayonnaise. Serve with choice of fresh baker's breads.



**Cheese Tidbits.** Just mix  $\frac{1}{2}$  cup grated sharp cheese with 2 cups Bisquick. Stir in  $\frac{2}{3}$  cup milk. Drop by small spoonfuls on greased cookie sheet. Only ten minutes in a hot (450°) oven to bake golden brown. Wonderful hot!



**Ready Any Time.** It's reassuring to have a roll of refrigerator cookies ready to slice and bake at a minute's notice. Quick to prepare—easy to make up enough for a week—with Betty Crocker cake mixes. (Cookie recipes right on the packages.)



General Mills makes these and many other fine products:

WHEATIES • KIX • CHEERIOS • BISQUICK  
GOLD MEDAL and SOFTASILK FLOURS  
BETTY CROCKER MIXES • FLOURS FOR BAKERS  
HOME APPLIANCES • O-CEL-O SPONGES

**Betty Crocker**  
**of GENERAL MILLS**  
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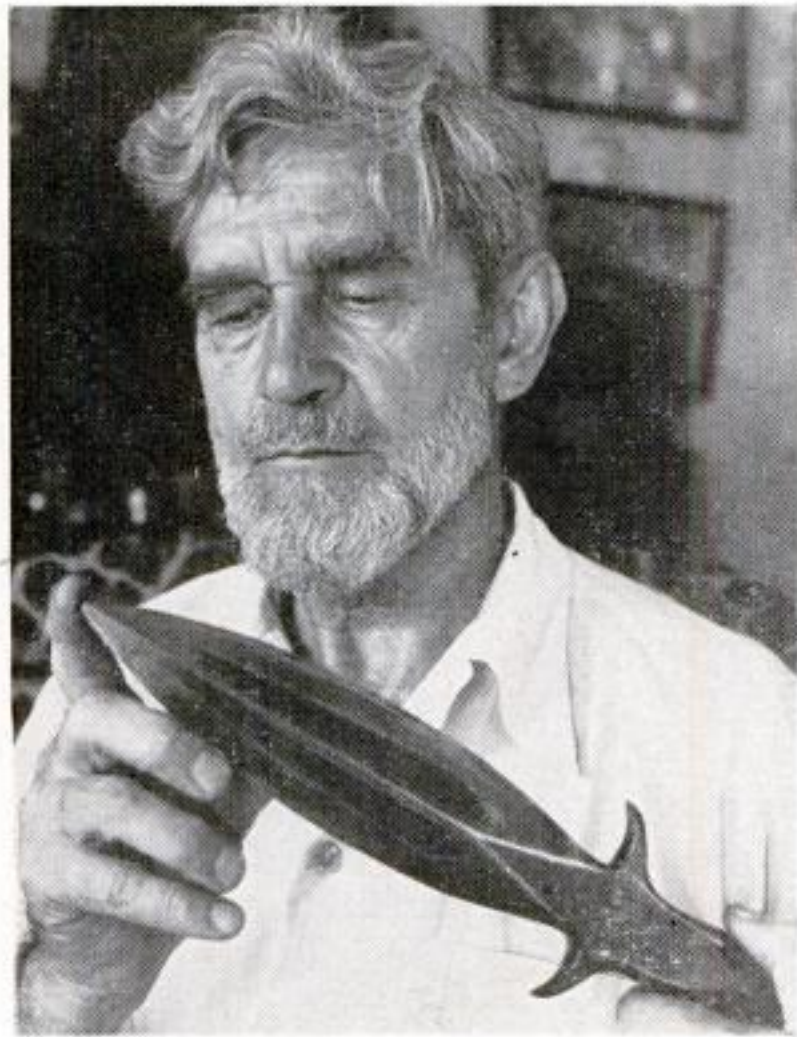
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**AUTHOR** shows sharp point of spearhead with which he has killed 14 Brazilian jaguars.

# THE DEATH OF 'ASSASSINO'

**A man-killing jaguar's reign of terror in jungle ends on the sharp point of bold hunter's spear**

by **SASHA SIEMEL**

*Sasha Siemel is a Latvian by birth, who has spent most of his adult life in the Brazilian jungle as an explorer, guide, trapper and hunter. Emulating the local Indians, he became expert with bow and arrow and the native spear in hunting jaguars for sport. In 30 years he has killed nearly 300 of these jungle marauders. The story he tells here is of his encounter with a huge man-killing jaguar known as "Assassino" (The Assassin). It forms a chapter in his new book, Tigrero (Copyright 1953 by Prentice-Hall, \$3.95), which will be published this week.*

**J**OSÉ RAMOS was an outpost rider for the big Descalvados ranch near Ilha do Cara-Cará in the Mato Grosso jungle of Brazil. He lived with his wife on a small ranch of his own about 10 miles up-river from my camp. He ran his own small herd and also watched the herds of the big ranch. Shortly after I had set up my own camp, José rode in with grave news.

"You must come with your dogs!" he said. "Assassino has begun raiding again. He has already killed 12 of my cattle!"

There was an air of desperation about José. His khaki shirt was stained with sweat, and it was evident he had ridden in great haste for help.

Ordinarily I would have agreed to go at once, but I had lost my lead dog and had no substitute to lead the pack except Raivoso, a dog that had been well trained but not tried out.

"I am sorry, José," I said. "I cannot risk the dogs I have left against that devil. He will kill the dogs as fast as I send them after him."

The name of Assassino was well known along the Pantanal do Xarayés. Several years before, this enormous *tigre*, as the jaguar is called in South America, had been wounded by an inexperienced hunter who shot too hastily while the cat was crouched on the limb of a tree. The infuriated animal had bounded from the branch and the hunter had fled, leaving his dogs to the mercy of the big jungle cat, who destroyed them.

Thereafter, apparently through some kind of jungle cunning, the jaguar understood that a hunter with a rifle could not kill him in the tall grass. He was never again seen in a tree but would rove through the marsh grass, killing cattle wantonly. His early



**MOST TERRIFYING MOMENT** of a jaguar hunt comes when animal crouches for charge. This one, smaller than the huge Assassino, is about to meet Siemel's spear.

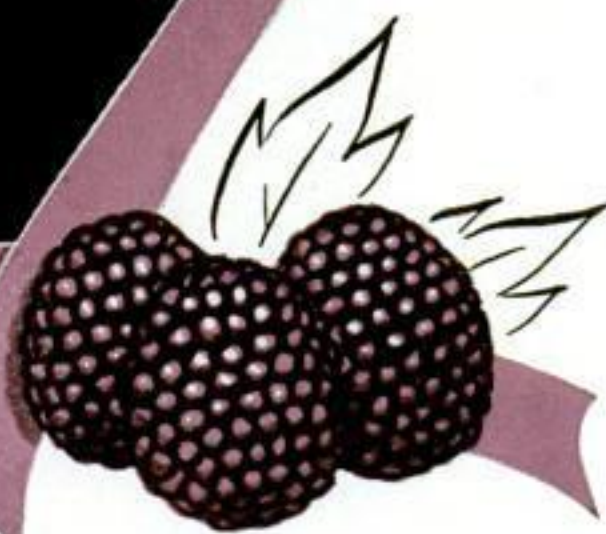
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**VICTIM OF ASSASSINO**, killer of 12 head of his cattle, José Ramos was pulled from his saddle by the beast's claws as he followed its trail on horseback. His wife, Maria, joined the author in the hunt for her husband's body.

### ASSASSINO CONTINUED

experience seemed also to leave him with a deadly hatred of dogs. He learned to draw them in pursuit through the tall marsh grass and then circle and crouch beside his own trail, springing at the dogs as they ran by. One sweep of the razor claws would destroy a dog, and then the cat would lope on, repeating the maneuver on each dog that followed. It was this trick of ambushing pursuers that gave the jaguar his name—Assassino.

Twice before I had been asked directly by the big ranchers to hunt this devil. Twice I had refused. Nevertheless the feeling persisted that I must finally hunt him.

José watched me with his dark eyes. I knew he had no trained dogs capable of tracking Assassino and bringing him to bay. I finally said, "I will promise this much, José. If I see the *tigre*, or know that he is near, I will go after him."

José looked out across the flat marshland shimmering in the sultry heat. Then he turned back to me.

"In that case, *senhor*, I shall go after Assassino, myself—without dogs," he said quietly. "Either I must kill the devil, or he will ruin me." He rode off along the river trail toward his ranch.

A few days after José's visit I saw vultures circling in the still, hot air west of the river. I leashed Raivoso, Pardo and Vinte, three of my best dogs, and started across the marshes. Within a short time the dogs found the kill, a small marsh deer. It had been badly clawed, the flesh ripped from the neck and side, but none of the deer had been eaten. I knew it was Assassino because this devil killed wantonly, for pleasure and not for food.

The dogs were off, baying through the grass, and I followed. Within a mile we found a second kill, also a marsh deer, destroyed in the same way but not eaten. A little beyond, a third and fourth kill was found.

Suddenly Raivoso, who was in the lead, let loose a sharper bark, and I rode up to find a small ocelot feeding on the fifth kill of Assassino. While I was examining the carcass after driving off the ocelot, I heard Raivoso's deep bay in the grass beyond, and I knew from the sound that he was on the track of Assassino himself.

### A single, shrill, screaming bark

**I** COLLARED the other dogs, and this probably saved them from destruction. It was useless to follow Raivoso through the marsh grass. The sudden staccato of sharp yaps ending in a shrill, screaming bark told the story. He had caught up with Assassino, had been trapped and killed in ambush. The time had come for me to hunt this killer.

Back in my base camp that night, I carefully thought over the situation. The loss of Raivoso was serious. Pardo was the next best dog but I needed several hunts to train him sufficiently to take the lead. My plan was to use the dogs to pick up the trail and perhaps bring me within a reasonable distance of the cat. Then I would leave the dogs on leash and follow the spoor alone, hoping to trap the animal in an open area where I could kill it with a shot or with an arrow. In order to do this I needed the help of José Ramos to watch the dogs. I decided I would ride to his ranch the next day.

My plans were unexpectedly changed. The following morning, while I was cleaning my rifle in front of my hut, little Tupí, still a puppy, set up a great yapping. I looked down the river trail and saw Maria Ramos, José's wife, galloping toward the camp. Her hair was flying and her red blouse was out at the waist. As she pulled up the horse I saw that her eyes were wide with terror.

CONTINUED ON PAGE 177



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Pepsi-Cola refreshes without filling







**JAGUAR AT BAY**, photographed during another hunt, characteristically takes to tree. Assassino learned that he could fight better in high marsh grass.

**ASSASSINO CONTINUED**

"*Senhor Siemel!*" she gasped, as I started toward her. "José—" I helped her off, and tried to calm her. She looked wildly from me to the edge of the jungle. "What's happened to José?" I asked.

"He went after Assassino—and this morning only the horse came back!"

I glanced at the horse and for the first time saw that its flank was gored with two gashes which had bled freely. There was blood on the wooden saddle. Meanwhile Maria poured out her story. José had returned from his visit to my camp determined to track down the beast that was killing his cattle. He had neither a good gun nor experience as a hunter. But he had an old muzzle-loader which he filled with chopped nails. He also had a pair of untrained mongrels I had seen at his house. With these he set out across the marsh. The next morning, the girl said, she found the horse in the yard, the saddle covered with blood. She had mounted and ridden to my camp.

I quickly saddled my horse and coupled four hunting dogs to the leash—Pardo, Vinte, Amigo and Leão. As I started away, little Tupi set up a great yapping, and since I knew the dog would try to follow me I tied it up to the corner of my hut. Then I rode off along the river trail with Maria Ramos and picked up her husband's trail into the jungle.

I had spotted vultures circling above a patch of jungle, and I was afraid to let the girl see what I knew must be lying a little way ahead of us. We broke through a patch of underbrush into a burned-over area where the grass was short. I saw the figure of a man lying face down on the ground. His shirt was ripped and the body had been badly mangled. Even before I turned the poor fellow over I knew it was José.

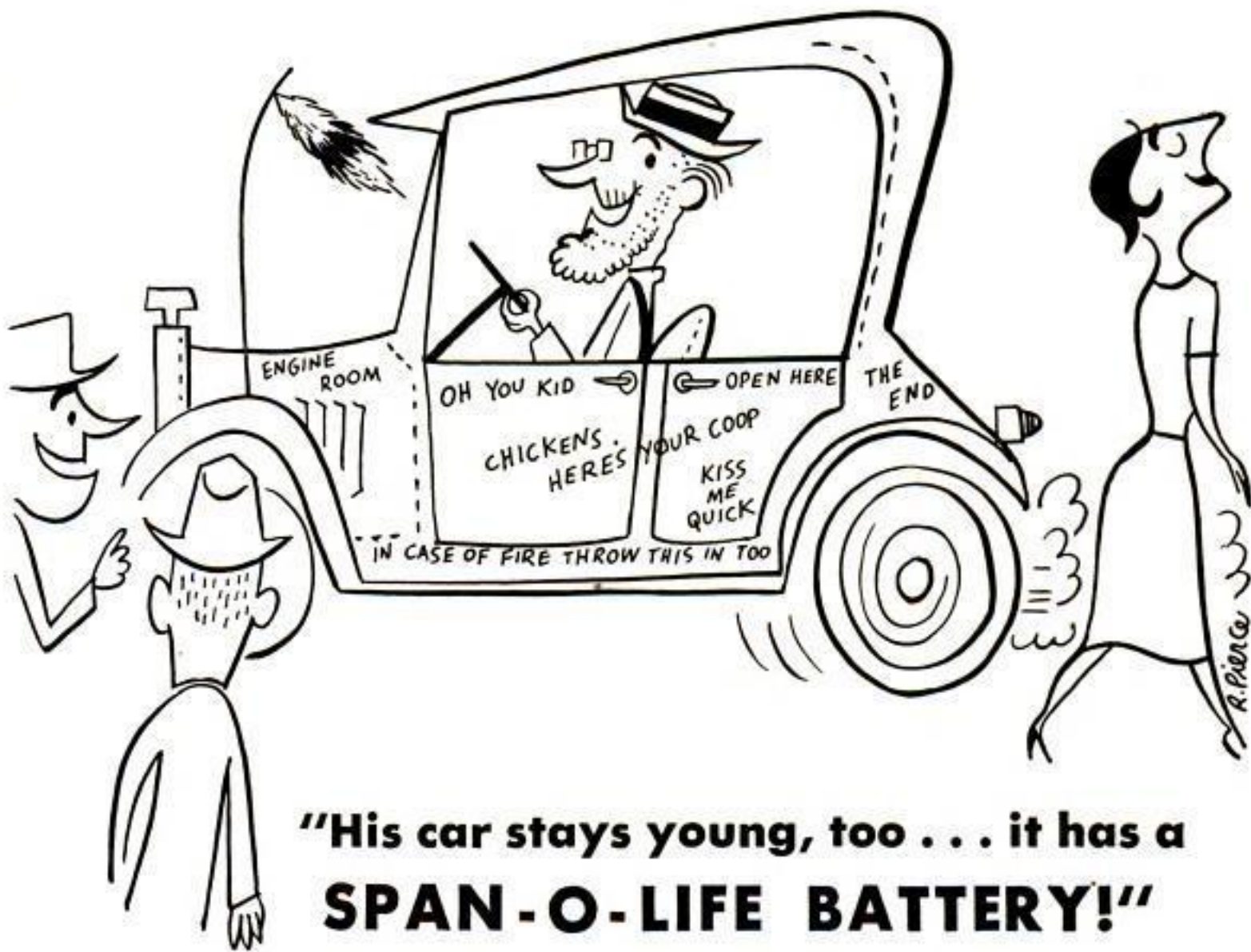
I heard a small cry behind me and turned to see Maria slipping from her horse. I jumped over and caught her. She recovered quickly and after a minute or two agreed without further protest to ride back to her ranch. Then I planned my campaign.

If Assassino had once attacked a man on a horse, he would do it again. If he attacked, I could not use a spear from the back of my horse. So I tied the horse to a tree in a fairly open clearing, unstrapped the shaft and spearhead. I also took my bow and a couple of arrows. I had a pistol in my holster but no rifle, which would have been useless in the high grass. In any case, I would never count on a bullet to stop a charging jaguar.

My plan was to unleash the dogs and follow as fast as I could on foot. If I could stay close enough I could force Assassino to attack me. I took the bow and arrows, hoping for a distance shot since a jaguar will always fight the arrow rather than the one who shot it. With the bow and arrows in one hand and the spear in the other I started after the dogs, running low through the grass.

I had been running for perhaps 10 minutes when I heard the sudden baying of Pardo in the lead. Then there was a shorter yapping and a shrill scream. When I reached the spot, Pardo was on the ground, his side ripped open. I did not stop, hoping to overtake the other dogs but a second scream told me that the murderer had made another kill. Assassino was following his usual technique, circling back quickly on each dog and ambushing it with a sweep of its paw, then loping on before the next dog could reach it. This circling back took only a few seconds: a swift turn

CONTINUED ON NEXT PAGE



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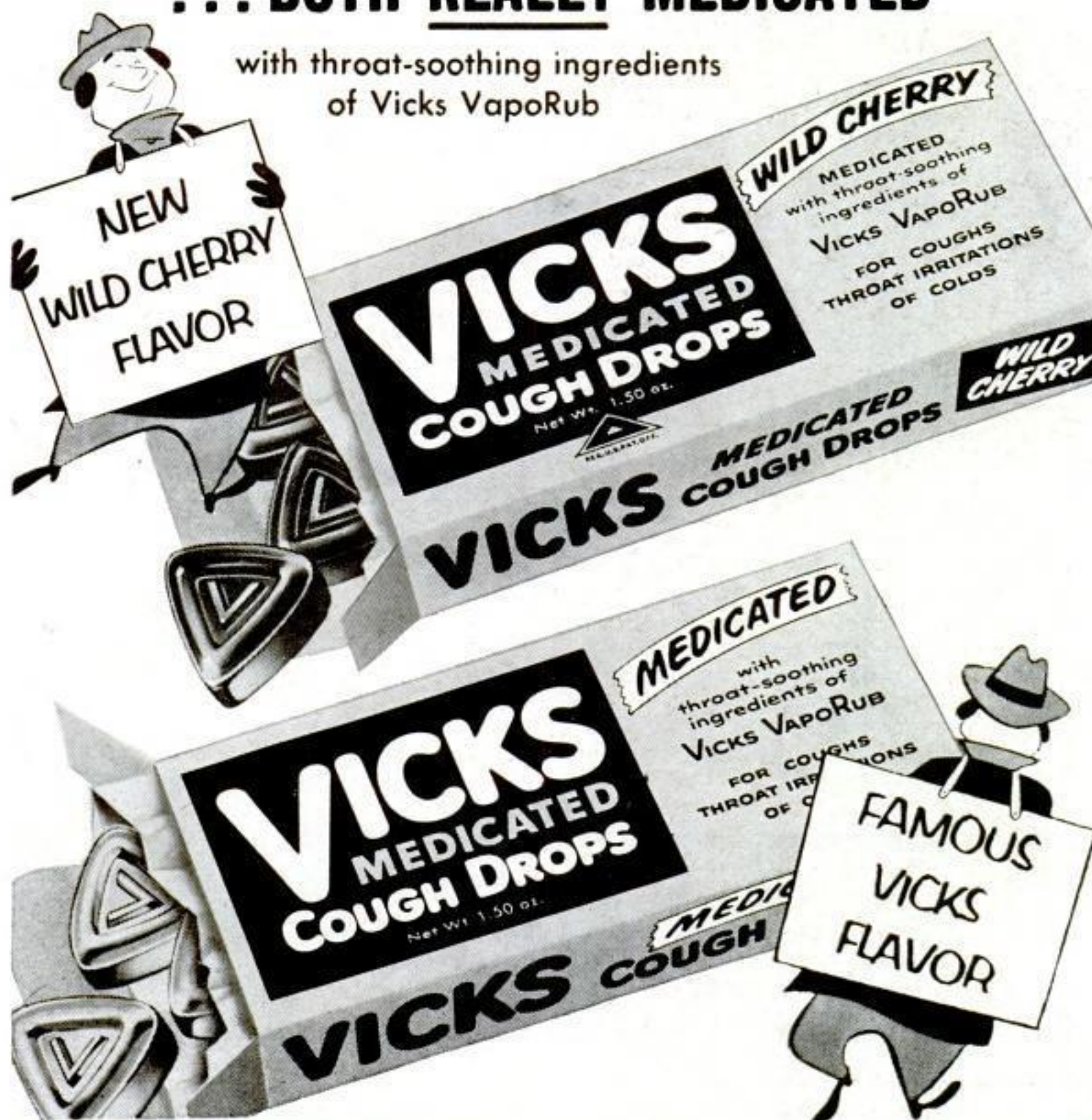
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**NORMAL-SIZE SKULL** of a jaguar fits easily over head of Tupi, author's little fox terrier puppy who helped finish Assassino.

### ASSASSINO CONTINUED

through the grass, with the dog close behind, then the deadly slash of a paw.

It was over in a matter of minutes. I had run perhaps a quarter of a mile since the first dog was killed when I found the last, Leão, lying near the edge of a clearing. I stood over the dog, sick with rage, not knowing what to do next. At that moment there was a yapping in the grass behind me, and out bounded Tupi, the pup. He scampered across the clearing, barking joyously at the sight of me. I saw from the trailing length of rope that he had chewed his tether and followed us.

As the dog scampered past, I jammed my heel down on the trailing rope, and brought him up short. At that moment I heard a rustling in the heavy grass across the clearing, and with a sudden inspiration I stepped forward with my free foot, landing on Tupi's paw.

The dog let out a startled yelp, tugging at the rope which I still held under my heel and barking in high protest that carried across the marsh. I had dropped my spear as I stepped forward. I dared not use my revolver since Assassino was already gun shy and the noise would probably frighten him into flight. Quickly I fitted an arrow to the bow and as soon as I saw a movement in the grass I let fly.

### 'The Assassin' brought to bay

THE arrow apparently struck something, but how damaging the shot was I did not know. I was relying on the frenzy of the jaguar and Tupi's sharp barking to send the beast in my direction. There was a sudden commotion in the grass, and although it was so dense I could not see five feet through it I was sure of my target now. I picked up the remaining arrow, fitted it to the bowstring and took careful aim. When I had isolated the movement of the animal in the grass I shot again, trying to hit close to the center of the commotion.

Suddenly I saw a long, yellowish shape break from the grass and streak across the clearing toward a low scrub tree. Assassino, in pain from an arrow which had been driven through his shoulder, reverted to its first instinct and ran for the tree.

He apparently saw me as he neared the tree and swerved toward me. I had to release my foot from Tupi's tether, and the dog scampered off, barking with ridiculous futility. I had recovered my spear, and now I was ready to lure the big cat into a charge.

The open area in which Assassino and I faced each other was roughly 30 yards across. I knew I must keep the cat within that area or my problem would be tremendously complicated. Assassino was weaving back and forth, stepping first in one direction, then reversing. Every so often he would shake his head and let out a snarl that ended in a scream. I edged toward him, anxious to get close enough so he would have to charge me.

As I moved closer my ears caught the whir of a vulture apparently lighting on a nearby tree. A vague premonition which had ominously shadowed my thoughts crossed my mind. Perhaps this was the moment of my grim foreboding. Whether it was the sound of the vulture or the morbid fancy that flickered for an instant in

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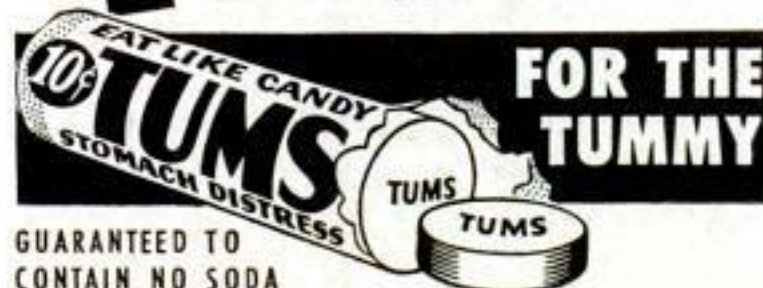
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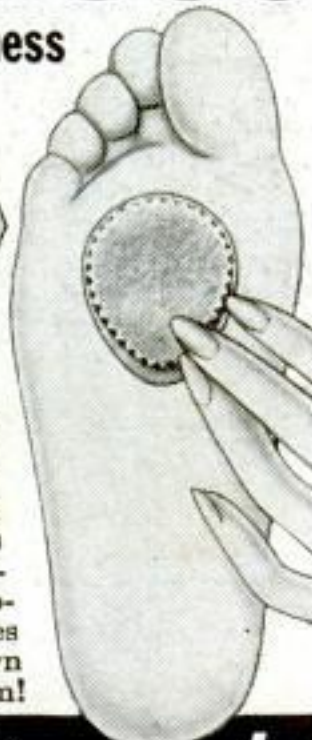
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my thoughts, my attention was deflected and Assassino chose that instant to charge.

A single second of diverted attention can be fatal in a spear fight. This missed being fatal by a single step. I had been caught off guard and perhaps the cat sensed my momentary lapse. As he lunged toward me, I managed to pivot and drive the spear at his neck. The spear did not bite deeply but it was enough to throw the cat off balance. One paw cutting through the air actually grazed my right shoulder, and the force of my side step threw me off my feet. Had the cat swerved toward me continuing his charge, I doubt if I could have met the attack. But he drew back, possibly from the new pain in his shoulder, and I had a chance to roll over and get on my knees. I still had the spear firmly in both hands and I rose quickly to meet the next charge.

As I braced myself, I realized that I was rapidly becoming exhausted. Fortunately, Assassino also seemed to be drained of strength by his wounds. As he drew back I saw the great slash I had made in his neck with blood gushing out, and I knew that if I could stand up to another charge he would not last for more than one more thrust of the spear.

He was sideways to me, his head turned, white teeth flashing, but did not charge. I could not attack since I would not have the strength to drive the spear home. I was breathing rapidly and sweat was pouring down my face, almost blinding me, but I could do nothing about that. I tried kicking dirt at the brute but this had no effect. Suddenly, while I was desperately casting about for some way of provoking a charge, he gave a terrible, snarling roar and leaped straight at me.

I barely had time to lift the point of my spear and then it was a bit too high on the throat. I could feel the hot, foul breath against my face and arms as the spearhead drove into his throat high over the chest. For an instant I had the horrifying thought that I had misjudged the distance and was too close to the raking claws.

With every ounce of strength I had left, I rammed the blade deeper into the dying animal's chest. Any other jaguar I had fought would have had the life drained away by this combination of wounds, but Assassino clawed furiously, even after I had gotten a downward thrust on the spearhead and was literally driving the point into the ground.

I do not know how long this furious phase of the fight lasted. Perhaps it was only a few seconds. Suddenly I realized the cat was dead. Assassino had gone limp. The great, slashing claws that had ripped the life out of perhaps 300 or 400 cattle and destroyed all of my hunting dogs except Tupí were stilled forever.

For a minute I rested on my spear, too exhausted to draw it out of the bloody carcass. Tupí, who had retired to the edge of the clearing while the battle raged, now came dancing madly about as if to claim the kill, an honor I was quite glad to concede.

Later, after I had taken the mangled remains of José Ramos to his ranch and arranged for the grief-stricken Maria to be taken with her child to the big ranch, I returned to the scene of the battle. Assassino's carcass was mostly eaten away, but I salvaged the head as a trophy. I measured the torn carcass. It was 112 inches from nose to tip—almost 10 feet! I could only estimate its weight, but it must have been close to 400 pounds.



**AFTER THE BATTLE** Siemel photographed himself with his foe. The toughest fight in the author's career, this was his last as a "lone" hunter.

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## Look into Magnavox chromatic television for true-to-life quality

New Magnavox Chromatic Television provides such a striking illusion of realism and depth that you seem to be looking *into* the picture not at it.

And this Magnavox picture—in contrast to the cold harshness of conventional TV—glows with life-like warmth thanks to a remarkable Magnavox innovation, the Chromatic Optical Filter. Add the glorious, high-fidelity tone for which Magnavox sound is famous, and your feeling of being "at the show" is complete.

While Magnavox is recognized as the finest TV, it actually costs less than other well-known brands.

Direct-to-dealer selling saves you money.

So when shopping for TV, be sure to look into Magnavox Chromatic TV. Your classified phone book lists your nearest Magnavox dealer.

BETTER SIGHT—BETTER SOUND—BETTER BUY

*magnificent*  
**Magnavox**  
*television*



*Betty Hutton and Charlton Heston in scene from Cecil B. DeMille's academy award picture, "The Greatest Show on Earth".*

### EXCLUSIVE MAGNASCOPE BIG-PICTURE SYSTEM GIVES YOU:

- 1 Super Power to capture all the clarity and dimension of picture the TV camera is capable of transmitting!
- 2 Chromatic Optical Filter to soften glaring electron beams and bring you pleasingly clear pictures without eye-strain.
- 3 Reflection Barrier to deflect annoying glare and distracting reflections. PLUS Magnavox High-Fidelity Sound to supplement picture realism with a sound system of full dimensional qualities; and Fine Furniture Cabinetry.

◀ THE PLAYHOUSE 24. Smart console. Features the newest picture size in television. Big 24-in. screen has Chromatic Optical Filter. Two high-fidelity speakers give complete acoustical reproduction. All-channel UHF-VHF tuner built in.

*The Magnavox Company, Fort Wayne 4, Indiana*





AS CHILDREN WATCH FROM RAILING, TINY CARS AND AN ELECTRIC TRAIN CIRCLE MODEL AUTOBAHN ON ITS 130 YARDS OF HIGHWAY, 218 YARDS OF TRACK

# MODELMAKER'S MASTERPIECE

Years of work, miles of wire made engineer's autobahn

Though elderly adolescents have cluttered cellars and attics with complex model highways and roadbeds, few have ever been as ambitious as Hans Rossmair, who recently exhibited the elaborate model autobahn above in Munich. Rossmair got the idea for his autobahn in 1950 while working for the Bavarian Traffic Ministry. Three years and \$10,000 later the model was in operation.

Rossmair's autobahn, constructed entirely to scale, takes up more than three thousand square feet of floor space. Its central bridge, 36

feet long, is supported by plaster pylons. A three-lane highway of sheet aluminum carries 20 cars which speed in both directions, and along the double-track railroad runs a three-car train. The whole system required more than 20,000 feet of wiring and is operated from a single switchboard. Rossmair charges 10¢ admission to see his model, which has drawn such crowds that he now plans to exhibit it throughout Germany. In terms of size and scope, of number and variety of items, there is no model in the world to match Rossmair's marvel.



**AUTOBAHN DESIGNER** Hans Rossmair holds scale models of current German cars and a bus.



# GIVE THE YOUNGSTERS A *WEENY WITCH* HALLOWEEN PARTY



*It's easy as pie* to arrange a **WEENY WITCH** party...costs next to nothing...and it's easy as pie to win in **VISKING's** sensational contest. (See opposite page.)

**DON'T MISS THE VISKING CONTEST!**

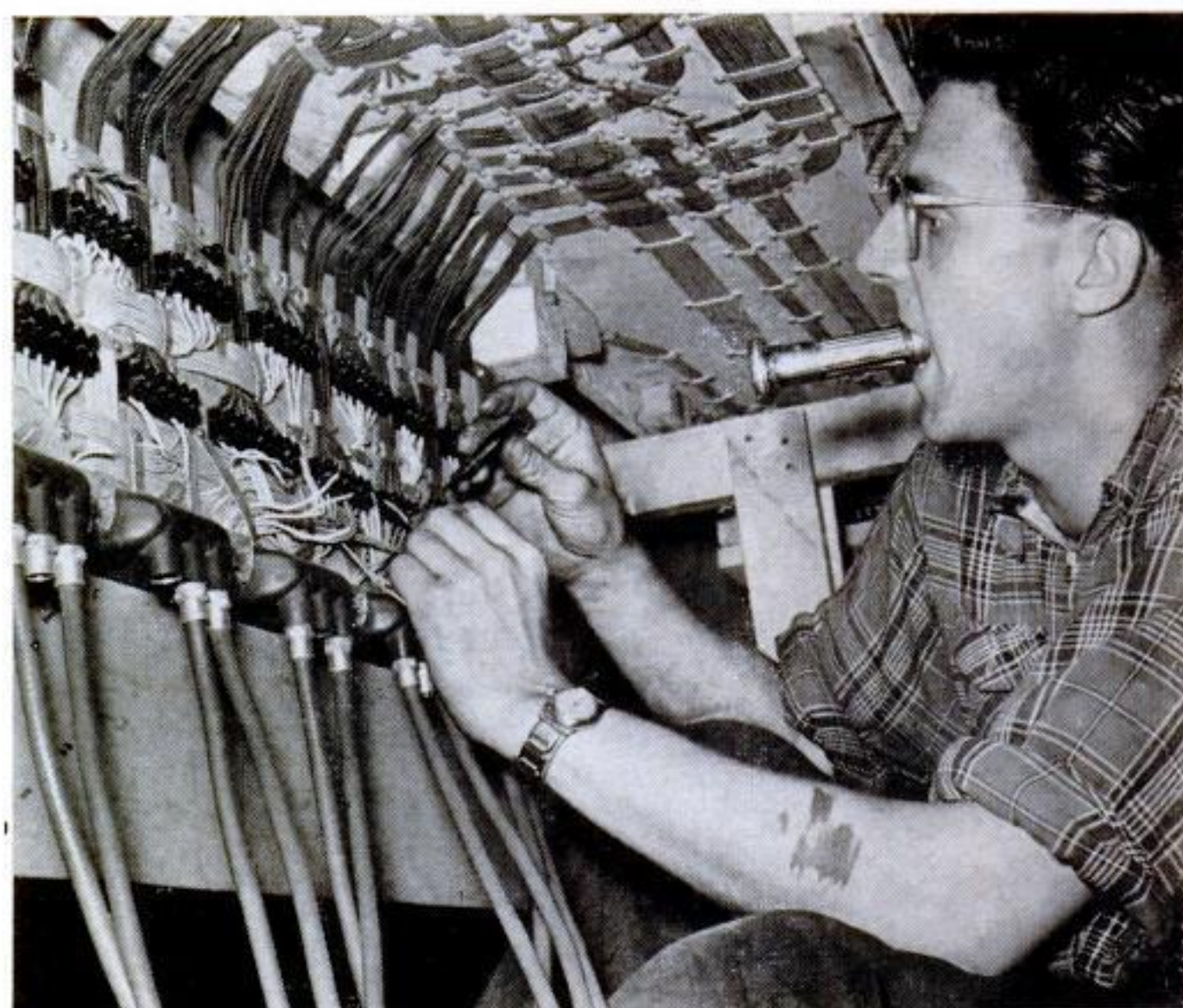
Children and teen agers love a party, especially at Halloween. Your youngsters will be kings and queens of the neighborhood as hosts! And when it comes to food, there's nothing young people like better than Skinless Franks or Wieners... so inexpensive, so easy to fix. Ask for your favorite brand made the modern Skinless way.

*This prize booklet* tells how to enter **VISKING's** "Make the Baby Talk" contest...gives you Weeny Witch party pranks and games. **FREE at your meat market.** Contains contest entry blank and rules. **SEE OPPOSITE PAGE FOR DETAILS.**

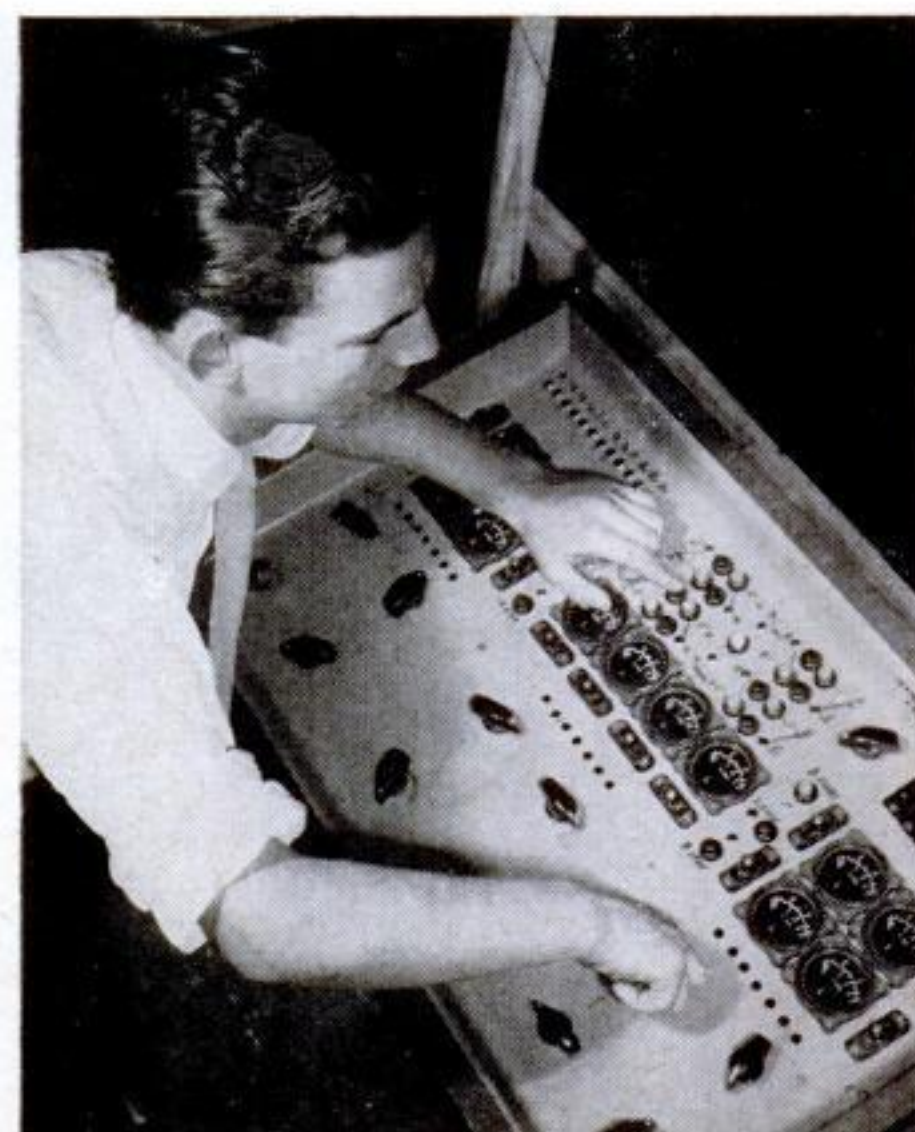
**See opposite page —**

**THE VISKING CORPORATION, Chicago 38, Illinois**  
In Canada: **Visking Limited, Lindsay, Ontario**

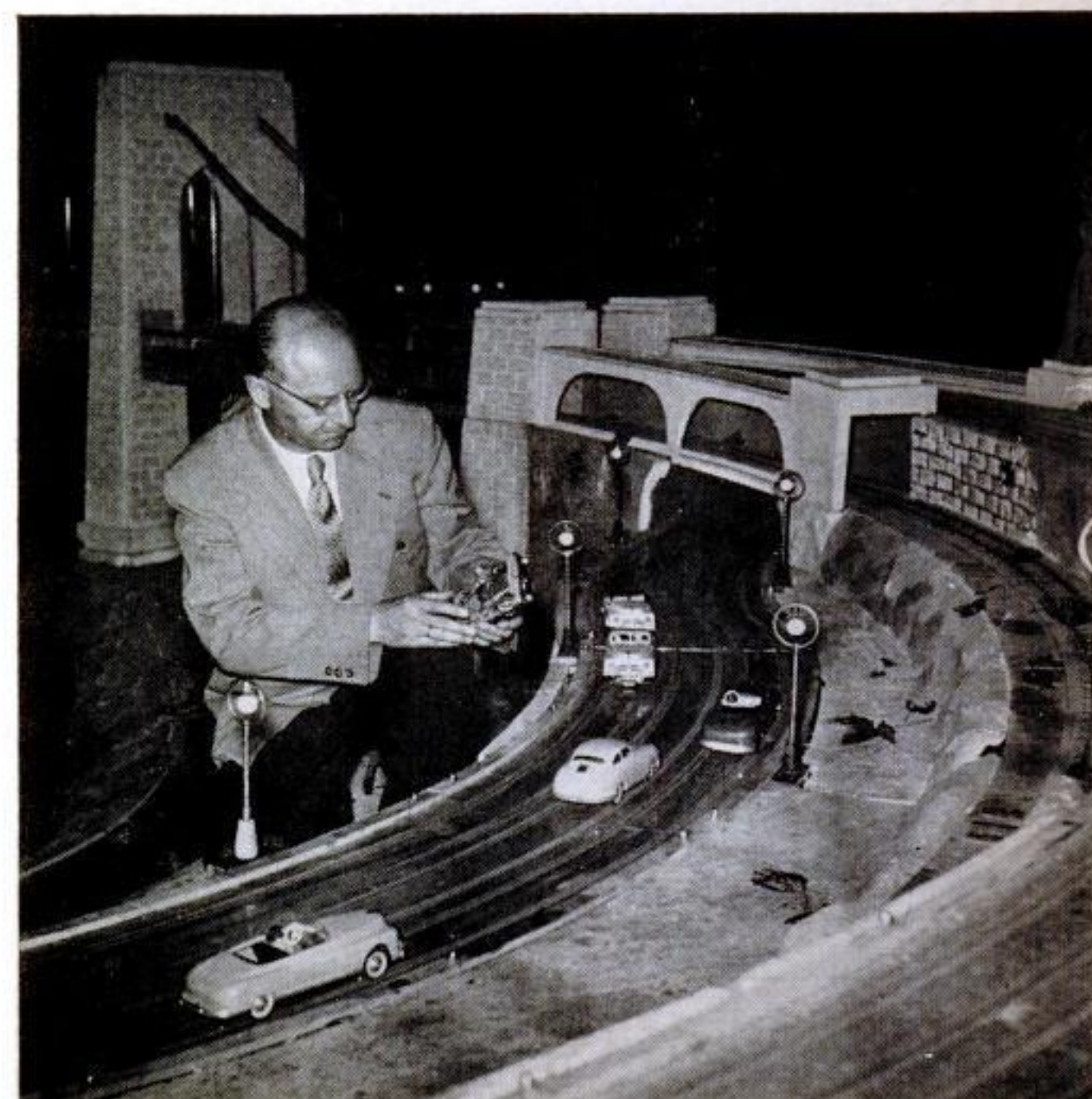
**Model** CONTINUED



**MAZE OF WIRING** needed to power the autobahn is checked for a short circuit by Hans Murnauer, an electrician in charge of operating the model.



**CENTRAL SWITCHBOARD** enables operator to control speed and direction of each car separately.



**INSPECTING CAR,** Rossmaier examines metal block beneath it. Cars are drawn by magnets mounted on conveyors which move beneath the roadbed.



# Win this beautiful **CHEVROLET BEL AIR**

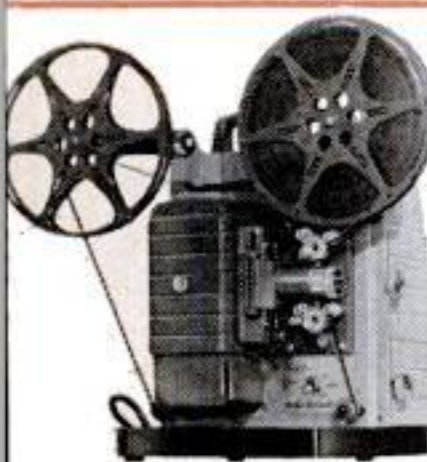


Constance Bannister, famous baby photographer, made this baby say: "OH, IT'S JUST SOMETHING WHIPPED UP."



**NOW YOU MAKE THIS BABY TALK!**

Look at the expression of the baby on the right. Write what you think he's trying to say. Use the coupon on this page, an entry blank from the prize booklet described on the page opposite, or a plain sheet of paper not smaller than 3" by 5". Read the contest rules!



**GRAND PRIZE**  
**SECOND PRIZE**

**THIRD PRIZE**

**FOURTH PRIZE**

**FIFTH PRIZE**  
**NEXT 5 PRIZES**  
**NEXT 25 PRIZES**

**NEXT 40 PRIZES**

**NEXT 75 PRIZES**  
**NEXT 150 PRIZES**

**Latest Model Chevrolet Bel Air Sports Coupe**

**RCA 21" Console Television set**  
(or equally valuable radio-three speed record changer combination).

**Bell & Howell Model 220 8mm Movie camera and Model 221 Projector.** Newest, most modern outfit.

**Table Model RCA radio-three speed player combination**

**REMINGTON Portable Quiet Writer**

**LORD ELGIN or LADY ELGIN wrist watches**

**SPARTUS Flash Camera outfits with carrying case, bulbs and film**

**SAMSONITE LUGGAGE—Choice of Men's "Quick Tripper" or Women's "O'Nite."**

**PARKER SPECIAL "21" Pen and Pencil Sets**

**RONSON Lighters or Wallets or 3 pairs Nylon Hose.**

## **RULES FOR VISKING'S "MAKE THE BABY TALK" CONTEST**

Write as many captions as you wish. Make the baby talk as often as you can... Be sure to write each entry on a separate coupon, entry blank or piece of paper. Include with each entry a label, band or other identification of your favorite Skinless Franks or Wieners, or proof of purchase from your meat market. Mail to **BABY TALK**, The Visking Corporation, Chicago 38, Illinois.

Employees of The Visking Corporation or Visking Limited or their advertising agencies, or their families, are not eligible.

Entries will be judged by the Lloyd Herrold Company, independent contest judges and

Constance Bannister, famous baby photographer, on the basis of originality, uniqueness and aptness of caption. Judges' decision is final. Duplicate prizes in case of ties. All entries become the property of The Visking Corporation and none will be returned.

4. Contest open to all residents of the U.S. and Canada only, and is valid only where permitted by Federal, State and Provincial laws. Your entry must be postmarked not later than midnight Nov. 30, 1953.

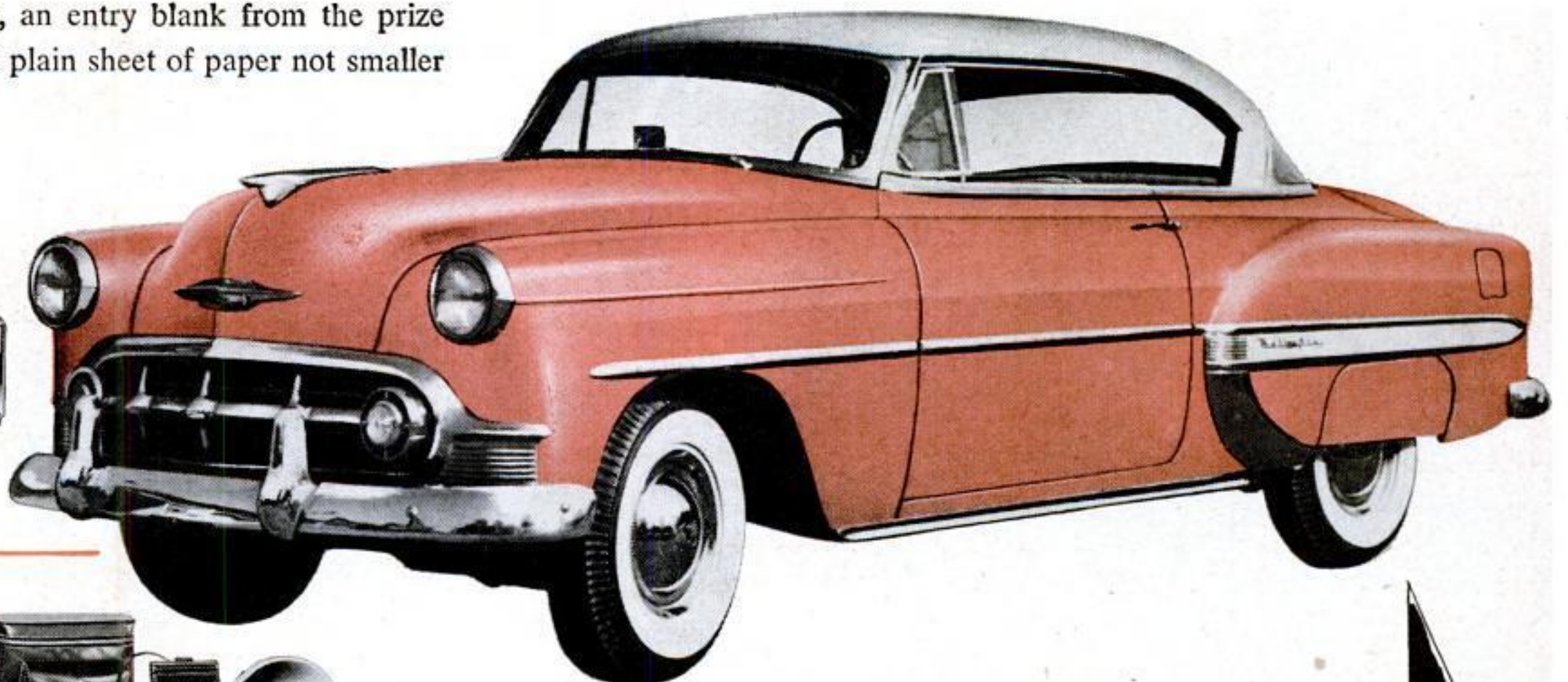
5. Winners will be notified by mail. Complete list of winners will be sent you about Jan. 15, 1954, if self-addressed, stamped envelope is enclosed with your entry.

## **300 Prizes for Best baby picture captions**

Here's a brand new kind of contest—one that will give you a new reason to serve Skinless Franks and to discover their goodness. **IT'S EASY TO WIN.** Here's all you have to do:

1. Buy your favorite brand of **SKINLESS Franks**.
2. Get party book containing entry blank at your meat market (or use coupon or plain sheet of paper). See opposite page.
3. Write your caption for the baby's picture.
4. Mail caption and label, band, wrapper, or other identification of your favorite brand of **SKINLESS Franks** to The Visking Corporation.

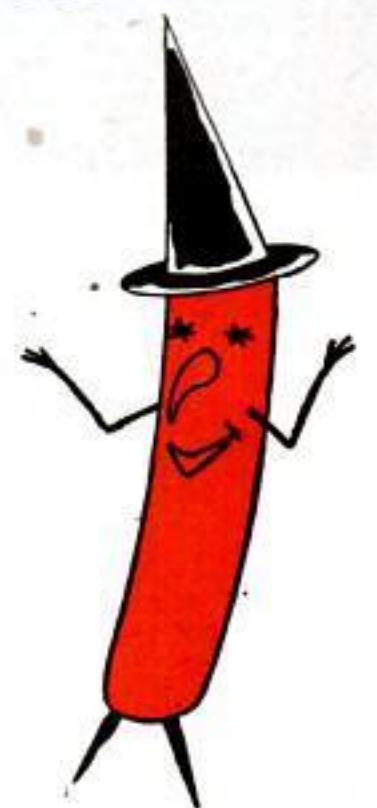
**CONTEST CLOSING MIDNIGHT NOVEMBER 30, 1953**



When you serve **SKINLESS** frankfurters, just watch the faces of dad and the youngsters. You'll know they want to say: "Boy! What wonderful chow!" For healthy enjoyment, for economy, for quick, easy meals, for hearty eating...

## **SERVE SKINLESS FRANKS OFTEN**

**THE VISKING CORPORATION, Chicago 38, Illinois**  
**In Canada: Visking Limited, Lindsay, Ontario**



## **BOYS and GIRLS!**

Be sure mom gets your favorite brand of **Skinless Franks** or **Wieners**, so the whole family can enter.

**REMEMBER, THEY'VE GOT TO BE SKINLESS!**

**BABY TALK, The Visking Corporation, Chicago 38, Illinois**

My caption is \_\_\_\_\_

NAME \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_  
(PRINT PLAINLY)

**THE VISKING CORPORATION, Chicago 38, Illinois**  
**In Canada: Visking Limited, Lindsay, Ontario**





IN PARLOR BEFORE RECEPTION MISS MARY (STANDING) AND MISS JANE LOOK OVER LAST MINUTE CABLE FROM ENGLISH FRIEND WHO CONGRATULATED THEM



**BEFORE PARTY** Miss Jane waits nervously as niece pins corsage of pink rosebuds on her dress.



**YOUNGEST GUEST**, Phillip Buxton, 1, at first too shy to say hello, cautiously offers his hand in

response to Great-grandaunt Jane's greeting. He was one of more than 25 relatives who attended party.





FIRST SPRINKLING OF GUESTS GATHER ON LAWN BEFORE MASON HOME

## *Life Goes to a 75<sup>th</sup> Anniversary 'At Home'*

### THE MISSES MASON HAVE A FESTIVE DAY

In 1878 Mary and Jane Mason moved into a new house which their father, a wealthy shoe-blackening manufacturer, had bought in Germantown outside Philadelphia. The Misses Mason have lived there ever since—Jane is now 84 and Mary 82—and this fall they decided to give a big "At Home" to celebrate three quarters of a century at *Cerné*.

The years between have been busy for the sisters. Miss Mary was graduated from Bryn Mawr in 1892 and won a medical degree though she never practiced. Almost every other year the sisters traveled abroad and when she was

over 50 Miss Mary climbed the Matterhorn. When someone asked if there would be personal friends or just family at the anniversary "At Home" Miss Mary said briskly, "All our personal friends are in the cemetery." But when the day of the party arrived both sisters were as excited as schoolgirls, and Miss Jane had a silver tray for calling cards placed on a table where guests would see it. More than 150 relatives and friends turned up, and the sisters were so pleased to see them that they were only a little disappointed to find, when everybody had departed, that nobody had left a card.

MISS JANE (LEFT) AND MISS MARY SPEND MORNINGS SEWING AND READING ALOUD IN OLD NURSERY



FINAL CHECK on answers to the 200 invitations sent out is made by Miss Mary before the reception.



# DENTURE WEARERS!

Dentists from coast-to-coast recommend **ORA**



**Get this Special Bargain Today!**

Large 60¢ jar of ORA plus colored Plastic Denture Bath worth 50¢

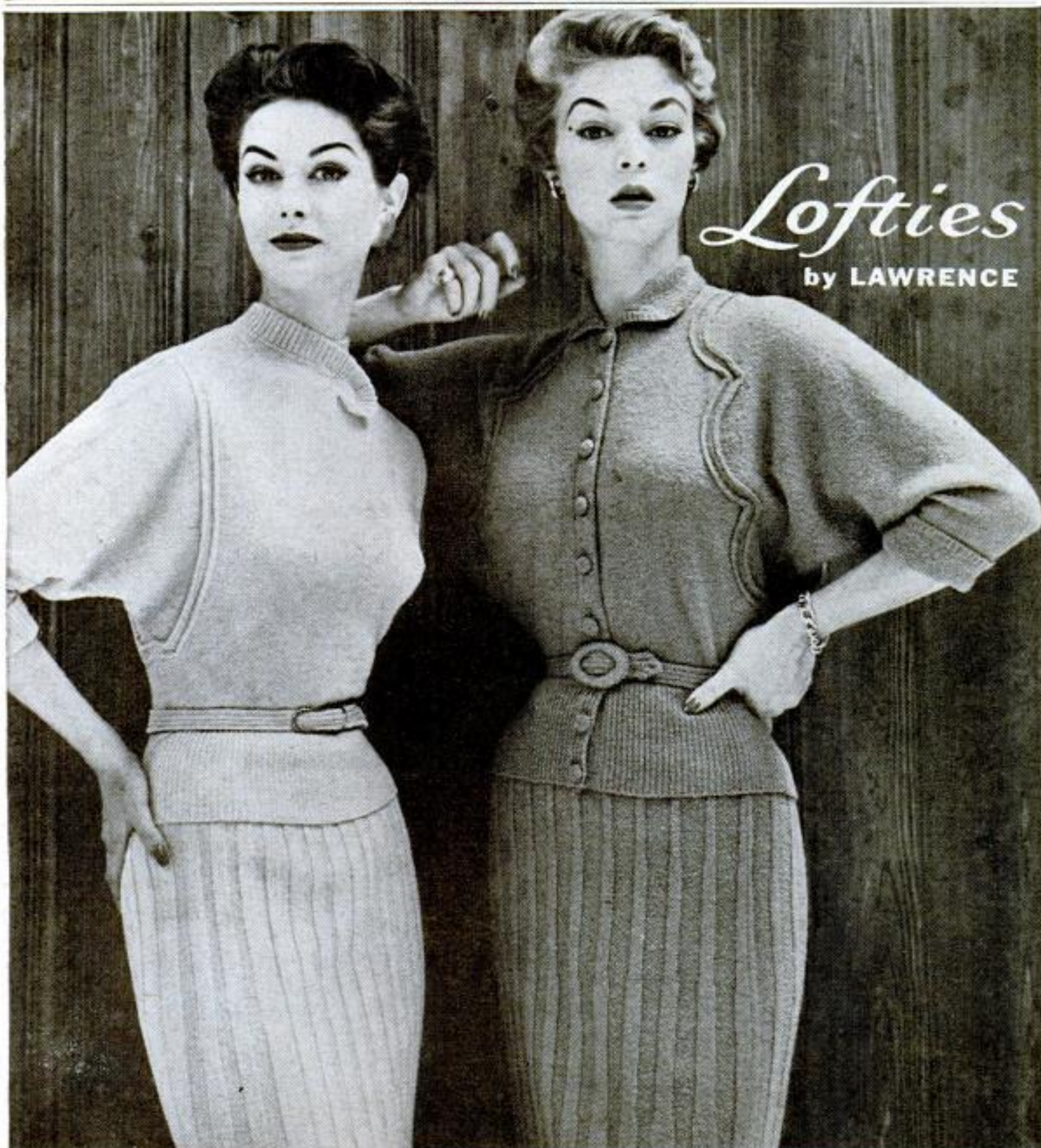
**TOTAL \$1.10 VALUE**

**Both Only 79¢**

At all leading drug stores. Offer good for limited time only.

Amazing Ora cleans dentures by immersion without brushing in minutes—removes tobacco stains, ugly food tarnish like magic—gives false teeth natural sparkle! Protects you from offensive denture breath at all times—or your money back!

**ORA DENTURE CLEANSER**

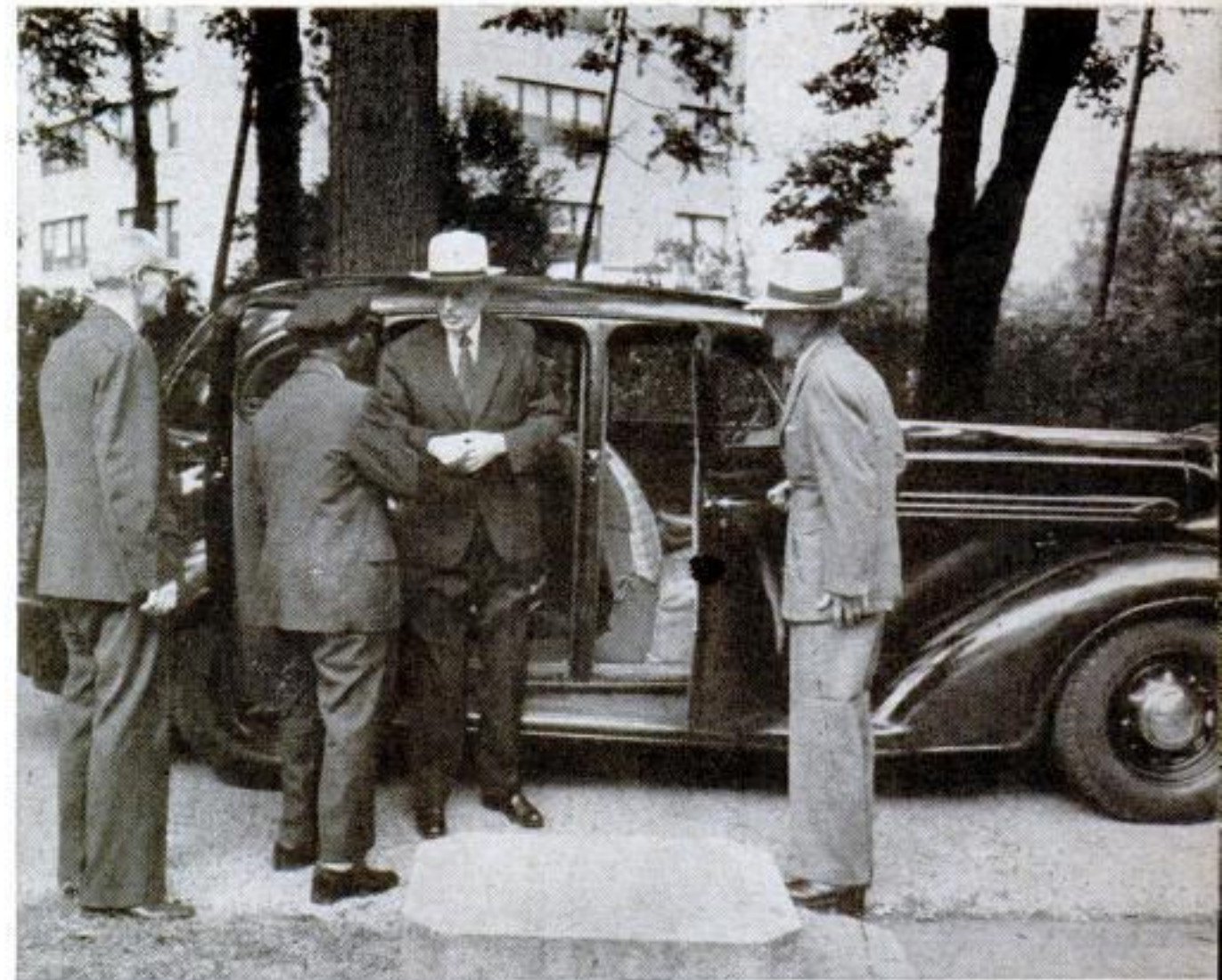


**Lofties**  
by LAWRENCE

**"The Custom-Look Knit" in a spectrum of colors**

That precious hand-made look achieved by Lofties in superbly designed knits of 100% nubby wool chenille. Both two-piece dresses in butterfly green, pink, white, baby blue, candy mint, turquoise, seashell beige, butterscotch, cherry red, or navy. Sizes 10 to 18, and 9 to 17. Left: about 29.95 Right: about 39.95 At better stores. Lawrence Knitwear, 1407 Broadway, New York 18, N. Y.

*The Misses Mason* CONTINUED



**ARRIVING GUEST**, Thomas Evans, is assisted from his 1937 Plymouth car by his chauffeur. Buildings in background are part of an 11-story apartment house which was put up four years ago.



**FOOD AND DRINK** for party consisted of sandwiches, nuts and unspiked punch. Cerné once had an excellent wine cellar, but during prohibition times the sisters dutifully disposed of it.



**AS PARTY BREAKS UP**, Miss Jane eats a last bite of cake before accompanying her nephew, Geoffrey Mason (right), and his son-in-law to house where a few of the guests still lingered.

CONTINUED ON PAGE 191





Lifetime of Love... painted for the  
De Beers Collection by Brian Connolly

## Love's World

At first you see it radiant with spring, gay with smiles, enchanted with the tender harmony of faith and hope... and then, with time, you see it take on autumn's deeper hues, rich with understanding, bright with memories. All that you experience in a happy and rewarding lifetime is reflected in the immortal depths of your engagement diamond... shining for you, and those who come after you, to always recall.

1/4 carat (25 points) \$85 to \$185  
1/2 carat (50 points) \$175 to \$415



1 carat (100 points) \$600 to \$1165  
2 carats (200 points) \$1200 to \$3330

In July, 1953, jewelers throughout the country were asked for the prices of their top-grade engagement diamonds (unmounted) in the weights indicated. The result is a range of prices, varying according to the qualities offered. Exceptionally fine stones are higher priced. Add Federal tax. Exact weights shown are infrequent.

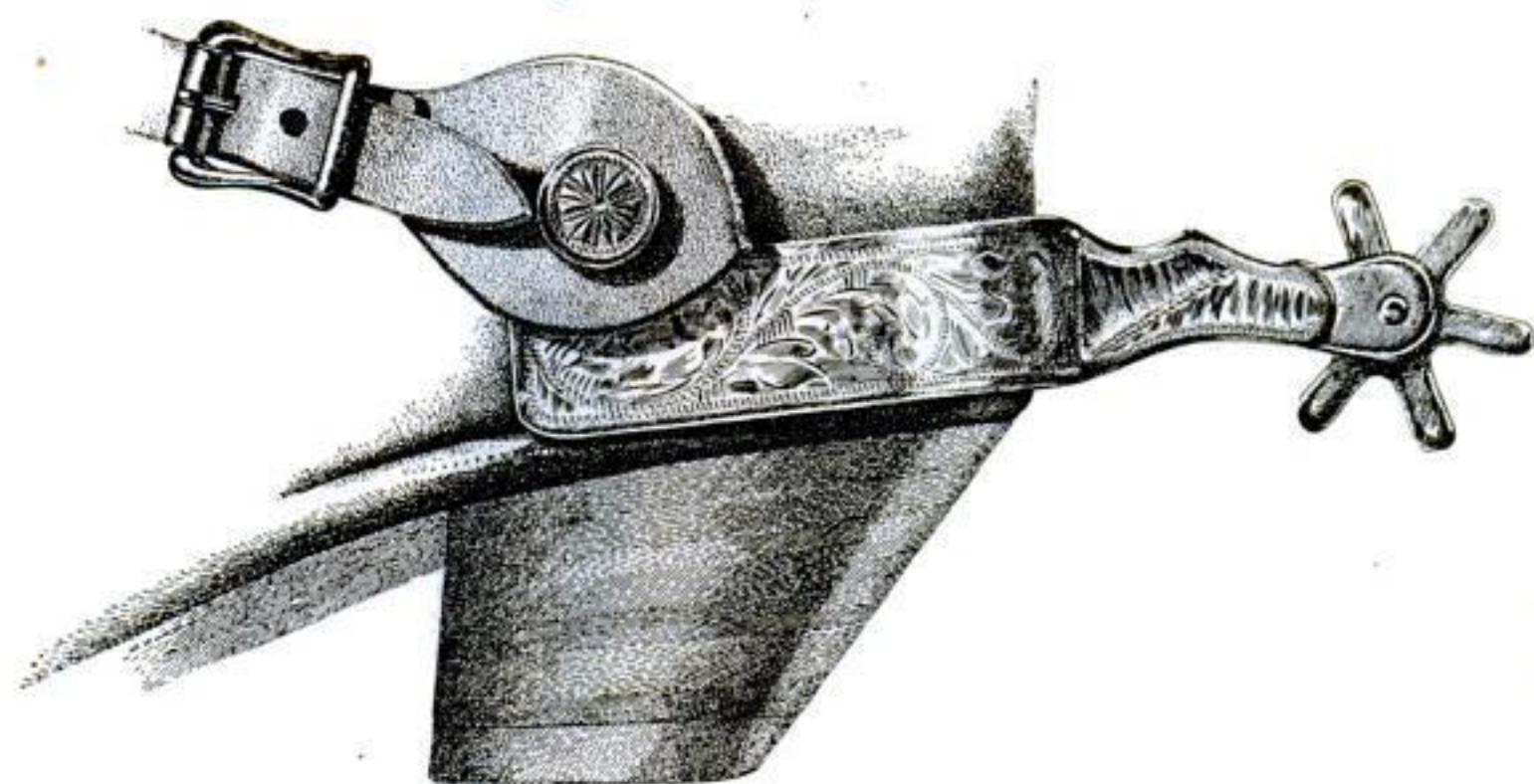
**A DIAMOND IS FOREVER**

Your engagement diamond need not be costly, or of many carats, but it should be chosen with care. Remember, color, cutting, and clarity, as well as carat weight, contribute to a diamond's beauty and value. A trusted jeweler will help you find a stone of fitting size and quality and style for what you wish to spend. Divided payments can usually be arranged.

De Beers Consolidated Mines, Ltd.



# THE SPUR



You bought a new tie. You didn't need one.  
Yet wearing it made you feel jaunty, well-dressed  
and happier somehow.

You bought a new car. The old bus got you there. But you had  
to have that new beauty! And nothing matched your  
pleasure when you glided down Main Street.

Men like you, striving to improve, created these things  
that add much joy to living. You and such men  
make America different, greater.

*For there is a spirit of progress among us that spurs us higher.*

You buy the same fine Dutch Masters Cigars as always —  
but in this handsome new box, full of the promise of  
good cigars inside. The box *really* wasn't needed.  
But it is better. And that is all you (and we) need to know.



CONSOLIDATED CIGAR CORPORATION







**RETIRED CHAUFFEUR** Richard Tweddle, 89, reads in his den in the stable. As a youth he was night coachman to Prime Minister W. E. Gladstone, whose picture hangs on wall (above his head beside horse). Tweddle has worked for Masons 70 years.



**EXCITING TREAT** for children is ride in elevator, which was installed in 1901. Here Miss Jane and Miss Mary steady Susie and Carol Fisher, the great-grandchildren of a family minister, during the trip. Elevator has a gate but it is hardly ever shut.

**ANNOUNCING**

**NEW 1954**

**LEWYT**

THE "NO DUST BAG TO EMPTY" VACUUM CLEANER

with

*automatic* **4-WAY** *rug cleaning*

**1-wide-angle suction!**

(ON FORWARD STROKE) For deep-down dirt and surface litter!

**2-pile-combing action!**

For threads, cat and dog hairs!

**3-rug-brushing action!**

For grooming nap, restoring colors!

**4-deep-cleaning suction!**

(ON BACK STROKE) For stubborn ground-in dirt!

LEWYT'S AMAZING NO. 80 CARPET NOZZLE



Bottom view of No. 80 Carpet Nozzle

Save your rugs! Save your energy! Lewyt actually gives you more suction power than an upright, more cleaning action than *any* other rug tool! Makes old rugs look new—without vacuuming over and over, without wear and tear!

**LEWYT OFFICIALLY ENDORSED**



by National Institute of Rug Cleaning, Inc., official association of professional rug cleaners, owners and operators of professional rug cleaning plants. *Vacuum your rugs daily.*

Have them professionally cleaned at least once a year by a professional rug cleaner.



**\$89.95\***  
Slightly higher in the Far West

Listed by Underwriters' Laboratories

\*Manufacturer's recommended retail price.

**Lewyt rotates for round-the-room cleaning! And, look at all the extra features—at no extra cost!**



**Pivots on "Circular Track" base!** Reaches wall-to-wall from center of room! No "swivel-top" to jam—won't tip over!



**No dust bag to empty!** Simply toss out "Speed-Sak" a few times a year! Largest operating dirt-capacity, by test!



**Peripheral-Silencer—no roar!** Quietest of all! Gentle hum won't fray nerves, upset baby's nap! A Lewyt exclusive!



**Allergy-Proof Filter System!** Traps dust even smaller than 4/100,000 of an inch. Preferred by hospitals! A Lewyt exclusive!



**Suction-Control Dial!** Just like ironing, you dial "wool rugs," "cotton rugs" or "drapes!" A Lewyt exclusive!



**No extras to buy!** Comes with all tools to: sweep floors; dust blinds; renew upholstery; spray paint! Even de-moths closets!



**"Dolly" rolls Lewyt** ready-to-use from closet! Carries all cleaning tools along! Optional at small extra cost.

**PLUS!**

- "Kord Klip" for storing wire!
- Lock-Seal Tubes! Can't fall apart in use or lose suction!
- See a demonstration today! Your nearest Lewyt dealer is listed under "vacuum cleaners" in phone book!

**DO IT with LEWYT**

Also available at leading stores in CANADA

LEWYT CORPORATION, Vacuum Cleaner Division, 70 Broadway, Brooklyn 11, N. Y.





## HOTFOOT FOR A MANXMAN

A mile from the start of the annual Junior Manx Grand Prix road race around the Isle of Man in the Irish Sea, a motorcycle took a dangerous corner at nearly 120 mph, skidded, bounced off a stone wall and burst into flames in the middle of the road. Policemen and race officials rushed

to help drag the unconscious driver to safety on the sidewalk. But one of them, a Manxman acting as a marshal, lingered at the burning wreck a moment too long. His shoe got doused with gasoline and, slapping at his trousers, he fled the scene, spouting flames like the devil himself.



Lord Calvert invites you to meet

*Mr. Roger Kenna*

Man of Distinction...

President of Marlin Firearms Co.



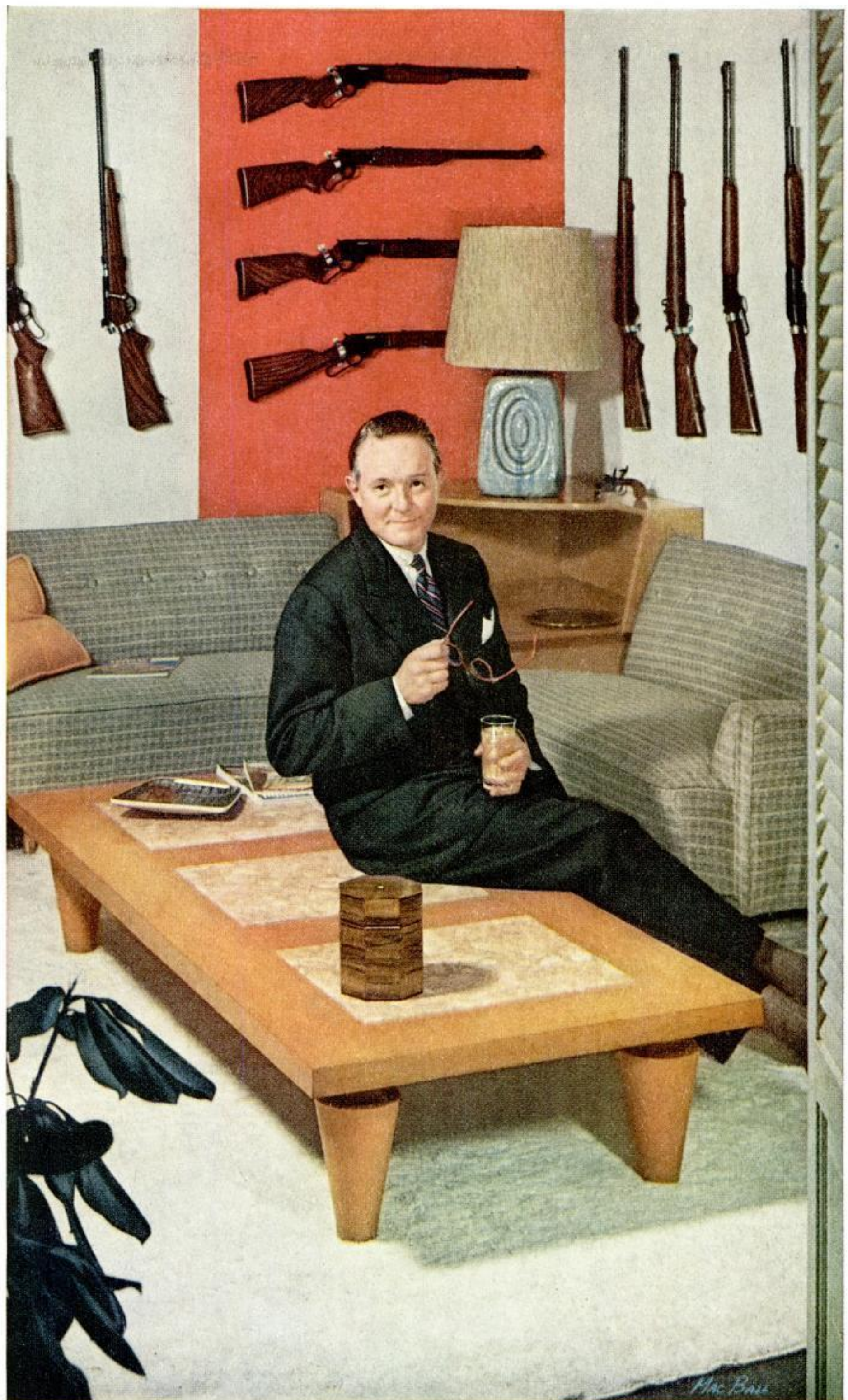
At 17, Roger Kenna made \$700 selling fireworks—which paid for business school. He was Marlin's first razor blade salesman, rose to manager, then began learning the intricacies of gun making. In his Harrison, N. Y., home (above) he still experiments with refinements.



Mr. Kenna became president of Marlin in 1948. He bought the L. C. Smith shotgun plant, developed new high-powered rifles, and the only over-and-under single-trigger shotgun made in the U. S. A fine rifle shot, he would rather shoot under his usual 93 at golf.



Today, Marlin sales are eight times greater than when Mr. Kenna took over. A traveler, with intimate knowledge of foreign manufacturing, he's sought as an after-dinner speaker. To sportsmen's groups he reminds: "Whiskey and guns do not mix. Drinking adds to gracious living when the hunting day is over."



It is for men who, like Mr. Kenna, are distinguished by good taste and keen judgment of quality, that Lord Calvert is *Custom Distilled*. It has an exceptionally light body and mellow flavor, unmatched in any other whiskey in the world. So jealously is Lord Calvert's custom character guarded that each bottle is numbered and recorded at the distillery. We hope you'll try *Custom Distilled* Lord Calvert soon. You'll find that it costs a little more, tastes a little better and adds a little more pleasure to living.



**LORD CALVERT**... *Custom Distilled for Men of Distinction*

BLENDED WHISKEY • 86.8 PROOF • 65% GRAIN NEUTRAL SPIRITS. CALVERT DISTILLERS CORPORATION, NEW YORK CITY





# LUCKIES TASTE BETTER!



Cleaner,  
Fresher,  
Smoother!



Nothing—no, nothing—beats better taste!

Never before have so many smokers been bombarded with so many reasons for smoking so many brands of cigarettes!

But actually, there's only one good reason for smoking a cigarette—*enjoyment*. And you get enjoyment from only one thing—the *taste* of a cigarette.

Luckies taste better ... for two reasons. They're

made of fine tobacco—fine, light, mild tobacco—and they're *made* better. It's as simple as that.

So, for the better taste—the cleaner, fresher, smoother taste—that only fine tobacco in a better-made cigarette can give you ...

**Be Happy—GO LUCKY!**

